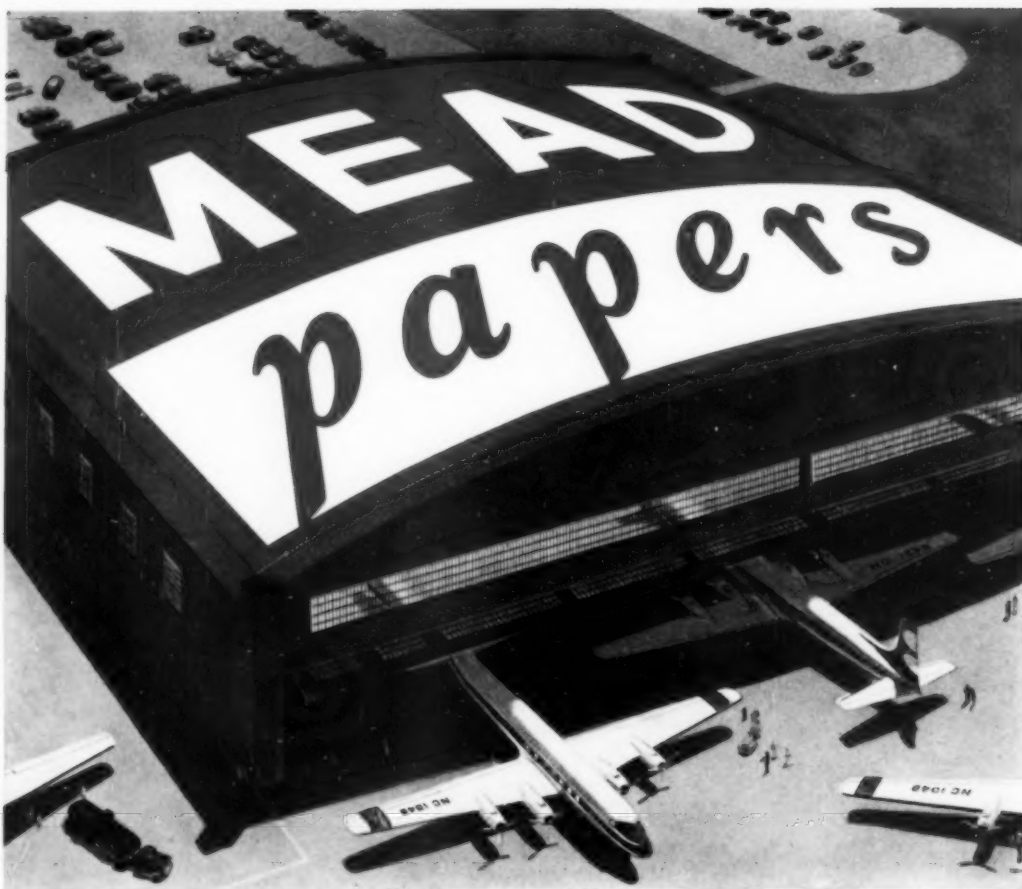


The **REPORTER** *of Direct Mail Advertising*

OCTOBER 1952



**Quick . . . Look at New DMAA President
Lester Suhler • Subscription Director**
Quick and Look . . . see page 31



When you plan printing for any purpose, remember this trade-mark. It's ace-high in paper! It represents the diversified and standard Mead brands of printing papers for every business and advertising use.

Your printer or lithographer, serviced by America's leading paper merchants, knows Mead Papers. They work beautifully for him, and he works them beautifully for you. Rely on him to recommend

precisely the brands you need, whatever your purpose, your printing process, or your purse.

Mead Papers include D&C coated papers and Wheelwright bristols and covers. Used and specified in ever-mounting volume wherever printing is bought, used and produced, Mead Papers mean business. Use them and specify them for every job, every time. The sky's the limit for their versatility and dependability.

THE MEAD CORPORATION "PAPER MAKERS TO AMERICA"

Sales Offices: The Mead Sales Co., 118 W. First St., Dayton 2 • New York • Chicago • Boston • Philadelphia • Atlanta
ESTABLISHED 1846

T.M. Reg. U.S. Pat. Off.



MEAD PROCESS PLATE and MEAD ESCANABA ENAMEL are the low-cost coated papers for inexpensive letterpress printing in one or many colors. Their smooth, glossy surfaces are ideal for high-speed, quality performance with halftones as fine as 120-screen. Use them and specify them for all big or little jobs that must be produced "at a price." Sample books on request.

Here's another of the MEAD Trade-Mark advertisements that are appearing in full color before the 1,800,000 businessmen readers of *Time* and *Business Week*

I

**the most important
single factor in the
ultimate success of
your direct mail advertising
...the mailing list***

*

Today the **SUCCESSFUL** direct mail advertiser watches his mailing lists more closely than ever before. No matter how elaborate or costly his campaign — he knows that in the final analysis, it is his mailing list that determines whether his sales literature secures live, active readership . . . readership that makes every name a potential buyer, not a dead vital statistic.

At Berliner we have been serving American business for 28 years. Our mailing lists are highly productive because we treat every order individually. Your list is always fresh and up-to-the minute, compiled accurately by researchers, statisticians, and engineers from the latest records.

The Berliner catalog, furnishing latest counts on hundreds of lists, is yours for the asking. Please request a copy on your business letterhead.

Please write to Department D-10



Berliner MAILING LISTS, INC.

840 BROADWAY, NEW YORK 3, N. Y.
ORegon 3-7550 Established 1924



take
your
choice...

It's like pressing a light switch.
For positive action you press the ON button,
for negative action, OFF. This same
principal can be used when you purchase
envelopes. Buy an envelope that has been proven
to "out-pull" all others. This is the Cupples
"Personalized" envelope. Colorful striping
combined with smart embossing attracts
more attention to your envelope. This is our
"positive action". Make the change today, order
the envelope that will increase your RETURNS.

S.
Cupples
envelope co., inc.

TRiangle 5-6285

360 Furman Street • Brooklyn 2, New York

PHILADELPHIA • BOSTON • WASHINGTON

The Reporter of DIRECT MAIL ADVERTISING

Address all mail to

Editorial and Business Offices

53 Hilton Ave., Garden City, N. Y.

Phone GArden City 7-1837

Volume 15

Number 6

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Henry Hoke, Editor and Publisher
M. L. Strutzenberg, Circulation Mgr.
Henry Hoke, Jr., Advertising Mgr.

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THE ONLY MAGAZINE DEVOTED
EXCLUSIVELY TO DIRECT MAIL

The Reporter is independently owned and operated. But in addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association receive The Reporter as part of the Association service. A portion of their annual dues pays for the subscription.

The inside story of the list business #2

One of the groups of lists which has contributed to the tremendous volume of mail this past year has been Women Who Sew. Two of the most phenomenal have reached a total of several million names each.

The best known was built by a gentleman farmer and his wife who started in their modest kitchen to make hot iron transfers which they hoped to sell by mail. Now this remarkable couple has an impressive plant of their own — a magazine with a circulation of 1,500,000, not to mention another 2,000,000 expires — several hundred thousand buyers of patterns and a baby magazine about hobbies with a mere 70,000 circulation, all secured by mail.

All of these names produce and produce and produce. In fact we have sometimes been put in the uncomfortable spot of umpire between competitive mailers who both wanted the names at once.

The other list was the result of a brainstorm of a bright young inventor who devised a mechanical means of winding thread on 12 spools at once. This cut the cost of thread so much that a wonderful bargain was offered to sewers and several million took advantage of it. These names are on labels and you can reach these smart women who know a good thing for \$12.50 M.

Women who sew buy an incredible number of things by mail — dress patterns, ribbons, knitting instructions, embroidery, needle threaders, yarn, buttons, binding tape, yard goods, sewing kits, pinking shears, hand stitchers, millinery supplies, sheeting, and even iron-on patches so they won't have to sew at all. At least one good sized list of buyers exists for every one of these items and they are all good lists.

The number of hours women spend in sewing is matched by men in making gadgets for themselves. From the number of names available, we must assume that the great indoor occupation of the American male is making THINGS. They start with an ordinary hammer and saw and then they get an urge to do a little more fancy sawing so they add a few jigs and then they get tired of using so much elbow grease on the sanding and they buy some power tools with an electric sander thrown in and pretty soon their cellar resembles a deluxe hardware store. These fellows make wonderful mail order buyers. They just can't resist!

Some of them get off on a little different tack and take to tinkering with motors, their TV set, their car and radio. These men think they know a bargain as well as the next woman so they are good customers of the dozens of "surplus" firms who sell everything from aluminum ladders to zinc oxide. Some of these lists are on stencils and others on labels. One

list alone has names of 250,000 people who bought a handbook on how to fix your own TV set. But there are lady tinkerers mixed in.

As a matter of fact, it was with some surprise that we discovered that 70% of a list of amateur inventors were women. It was a woman herself who thought up the idea of selling a surprise new invention a month. Not only did more women than men want to buy these gadgets, but more women submitted new ideas for usable inventions than men. Maybe some of you are missing half your market. How about a little testing to make sure? This gadget list is available, incidentally.

Now we come to the people who don't do anything but THINK. They read the most serious books, subscribe to the "class" magazines, listen seriously to classical music, keep up with politics and can tell Picasso's pink period from his blue one. These model citizens will always welcome more literature. They will spend hours reading book catalogs and even buy books.

You can have your pick of 105,000 music lovers of the old school who see to it that their children practice the piano; 50,000 sophisticates on the West Coast. 73,000 club subscribers who read books with a Message. 80,000 really serious readers of technical books; 166,000 book club members of the flightier sort, 30,000 people who read while they are traveling (they want to know where to eat and sleep); 53,000 people who wanted the news most papers left out; and 125,000 who want to retire and get away from it all.

Another group of 50,000 buyers who sometimes enjoy the lighter side of life have bought tickets to the theatre by mail and, believe it or not, have money left over to invest in mutual funds. There are several other lists around, too, and you are welcome to try them all.

A genuine long-hair list of around 75,000 not-too-old expires to a purely literary publication has out-pulled many a plebeian list. Very few writers and artists starve in attics nowadays and they are people, too. They have wide interests and could be your customers.

Now that we think of it, there are millions of people who have changed their interests. They no longer subscribe, for instance, to a magazine on bowling but now read a news magazine. These readers are still good mail order responsive people who eat, drink and can be made merry. One exceptionally responsive list contains not only 100,000 subscribers, but half a million good expirations which hold up nicely for other publishers. The rate on quantity runs can be brought down to an inviting figure.

Give us a ring at Murray Hill 6-2454 or drop us a note, and we'll be glad to expand on these suggestions.

NAMES UNLIMITED, INC.

352 Fourth Avenue New York 10, N.Y.



when the job is **LARGE**
call **LEMARGE!**



SERVING CHICAGO AND THE MIDWESTERN AREA

Lemarge . . . the finest mechanically equipped mailing service in the Middle West producing all types of jobs at low cost.

Lemarge . . . a battery of modern automatic inserting machines turning out over half a million pieces a day.

Lemarge . . . specializing in speedy, premium handling and mailing and low cost typewriter addressing.



Write or phone
for details!

the **LEMARGE** company

2332 Logan Boulevard

Chicago 47, Illinois

Phone: HUMBOLDT 9-2332

SHORT NOTES DEPARTMENT

□ **THIS ISSUE** would customarily be a complete report of the direct mail conventions . . . but the 1952 dates caused production headaches. The conventions in Washington ended (October 10) just when we are supposed to go in the mail. Most of the material you now have was, of necessity, prepared before we left for Washington. The cover and center section give you a quick last minute review of convention highlights. For other more detailed reports, watch for November issue.



□ **BE SURE TO READ** the latest issue of "Envelope Economics," titled "What's in a Name?" This issue of the well-known house magazine of Tension Envelope Corp. was guest edited by Lewis Kleid. It is a very thorough roundup of how lists are built; how brokers work; sources of names and methods of addressing. Should be in your idea file.



□ **WHY DON'T MORE** lettershops and printers use the direct mail volume statistics as a sales promotion gimmick? It took a long time to establish a dependable formula which could be used in estimating the monthly and yearly amounts of money spent for direct mail in the United States. These figures are released about the 20th of each month (for preceding month) by the Direct Mail Advertising Assn. They are printed in nearly every trade journal, including *The Reporter*. The figures are generally accepted as authentic and reliable. The figures have been showing a steady growth over the past four years. About the only person we know of who uses these figures for promoting business is Mary Ellen Clancy, 250 Park Ave., New York 17, N. Y. Every once in a while she mails a form letter giving the figures for the year and showing the percentage of growth. Ties it in nicely with her offer of direct mail services. An ideal sales talking point and should be used by more producers.



□ **IF YOU HAVE A PRODUCT** which can be sold through advertising specialty jobbers, write to Joseph M.

Segel, president of The Advertising Specialty Institute, 6053 Pine St., Philadelphia 43, Pa. and ask for a copy of the 24-page, 3½x8½ inch booklet, titled "How to Sell Through Advertising Specialty Jobbers." It was authored by Mr. Segel, who is also an instructor of marketing at the University of Pennsylvania. He has promised a free copy to any Reporter reader who writes for it.



□ **HOWARD HOVDE**, well-known to many direct mail people during his days at the University of Pennsylvania and in Washington during the war, was recently elected vice-president and consultant of The Econometric Institute, Inc., 230 Park Ave., New York 17, N. Y. A high-sounding title, but Howard explains it simply. It is an organization for the measurement and interpretation of economic forces.

And speaking of changes . . . Budd Gore, formerly advertising manager of Marshall Field & Co., Chicago (and a speaker at several direct mail conventions), has resigned to operate as an advertising and publicity consultant. He is operating under the name of Budd Gore & Company, 209 S. State St., Chicago 4, Ill. All of his friends wish him good luck.

Another mover: Former DMAA Director James A. Clarke has left his long-time spot at LaSalle University and is now advertising manager of The Admiral Die Casting Corp., 200 W. 83 St., Chicago 20, Ill.

Arthur T. Dobbs, formerly sales promotion manager of Ever Ready Label Corp., Belleville, N. J., has moved to Wilmington, Del. so that he and his wife, Jean, can realize a long-cherished ambition . . . to own a combined antiques and old books shop. They have taken over Baldwin's Bookshop at 103 W. 12th St.



□ **SPEAKING OF** out-of-the-ordinary solicitation mailings (as we were on page 38) . . . here is another one for the records. Stan Siwek of Crow Publications, 4511 Produce Plaza, Los Angeles 38, Calif. sent us a unique subscription-soliciting form letter. It was mailed to 10,000 wheat grower prospects for

Farm Management. The appeal emphasized Farm Management's problem study of fires . . . their prevention and control. The piece was mailed just when many of the prospects had suffered fire losses due to the extreme lack of rains. The letter was processed on a tint-block background of a fire scene (made with a red reverse negative). The edges of the letter were burned. Has to be seen to be appreciated. Impossible to reproduce it here. Perfect example of good showmanship.



□ ANOTHER GOOD SHOWMANSHIP CASE: R. K. Drew of Masterpiece Studios, Troy at 21st St., Chicago 23, Ill. mailed a startling form letter along with a catalog . . . offering an outstanding Christmas card line to printers for resale. The letter was processed upside down on the letterhead. The letter started: "It's a topsy-turvy world. Not many things you can be sure of. Will the country go Democratic or Republican in November? Which teams will meet in the 1952 World Series? Will it rain for next Sunday's picnic? Here's one fact you can count on: Hundreds of folks right in your own community will be buying Christmas Cards this season." Etc., etc.



□ GOOD SHOWMANSHIP AGAIN: The Johnson Motor Lines, Inc. of Charlotte 1, N. C. opened a new and larger terminal in New York (275 Hudson Street) on September 12, 1952. They used a die-cut, 4-page folder in exact replica of a Johnson trans-continent truck to invite shipping executives to an open house party. Extremely well done.

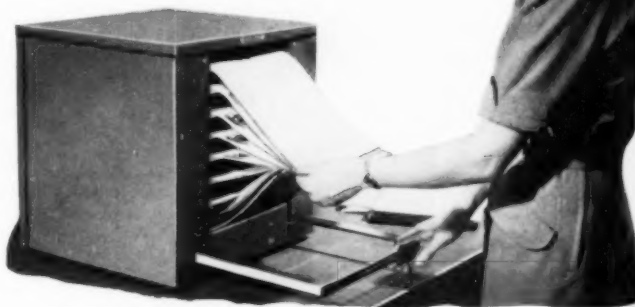


□ IT SEEMS TO US that direct mail is being promoted more thoroughly by the users of direct mail than by the producers. That is a reverse twist. Many companies, both large and small, are using special booklets or space in their house magazines to tell salesmen, dealers or retail outlets how to use direct mail intelligently. The "Armco Shop News," published by the Marketing Service Dept. of Armco Steel Corp., 703 Curtis St., Middletown, Ohio has had several excellent articles not only about direct mail but on how to invest intelligently in advertising.

One of the best jobs so far was produced by the Direct Mail Division of E. I. du Pont de Nemours & Co., Wilmington 98, Del. A 52-page, 6 x 9 inch booklet on "How to Sell More Du Pont Tontine Washable Window Shades . . . Through Direct Mail Selling." The material is just about perfect: a condensed course in direct mail. Sorry the readers of The Reporter cannot obtain a copy,

NEW PORTABLE PAPER GATHERING MACHINE

... adds 8 extra hands to your department!



New low-cost Thomas paper gathering machine puts an end to the monotony, fatigue, and confusion of collating papers by hand . . . eliminates the mad scramble of last minute deadlines. Simple to operate . . . fast and accurate. Permits a constant check on the work . . . almost impossible for a blank or misprinted page to slip through. Occupies a minimum of space . . . only 15½ inches square . . . is easily carried from place to place. Adjustable trays afford quick shifting from one paper size to another. Perfect for sales bulletins, price lists, etc. Verified savings from 40% to 70%.

Add these 8 extra hands to your department now! Mail coupon for free illustrated literature.



Finger tip gathering trays



Floor Model (available in 5, 8, 10 or 16 Bins.)

Thomas Collators

Specialists in paper gathering...83 sales and service offices from coast to coast.

FREE Check coupon for free collating analysis sheet. Permits easy analysis of your paper gathering costs.



THOMAS COLLATORS

30 Church St., Dept. F, New York 7, New York
Please send me folder series 106 on

- ☐ Finger Tip Trays ☐ Floor Model
☐ Portable Table Model ☐ Analysis Sheet

Your Name

Company

Street

City..... Zone..... State.....



The Envelope Enclosure

HAMILTON PAPERS at work

The envelope enclosure is one of the most powerful media in direct advertising. Like a stowaway, it goes for a free ride and usually steals all the attention when it reaches its destination—especially when it is printed on one of the beautiful colors of Hamilton Text Papers.

You'll see a typical example of the envelope enclosure at the top of the page. It's the right size to fit a business envelope and the right weight to keep down postage. It is a short editorial dealing with a phase of direct-mail advertising. We'll be glad to send you one copy free or a quantity at cost. Just fill in and mail the coupon.

W. C. HAMILTON & SONS, MIQUON, PA.
Philadelphia's Famous Paper Makers
Offices in Chicago, New York, Los Angeles



W. C. Hamilton & Sons, Dept. R-10, Miquon, Pa.
☐ Please send me a free copy of "Q is for Question."
☐ I'll want..... What's the cost?

Name _____
Firm Name _____
Street _____
City _____ Zone _____ State _____

but distribution was limited exclusively (and understandably so) to dealers selling this particular Du Pont product. However, the trend toward educating dealers is evident and it is a good trend. Direct mail at the small-business level should be greatly improved.



☐ "GONE FISHING" is printed on a 6x2 1/2 inch strip and hung with string over a die-cut door knob on front cover of Summer 1952 issue of "Printed Words," h.m. of Von Hoffmann Press, Inc., 105 S. Ninth St., St. Louis 2, Mo. A be-u-ti-ful job! Combination of fishing and printing information. Super-deluxe processing. No wonder this rare printing promotion gets so many awards. Write to Editor Mildred Weiler for a sample copy for your idea file.



☐ PRINTING INDUSTRY OF AMERICA, INC. is sponsoring a noble experiment. Co-conducting executive sales clinics at different spots around the country. We just read the printed version of the conferences held in June at Edgewater Beach Hotel, Chicago. 78 pages, 8 1/2 x 11. Good stuff. Price is \$10 per copy, but distribution is limited to members of PIA only. However, it represents a good trend. Printers are becoming more sales conscious in a creative sort of way.



☐ THE HOTEL HOLLENDEN, Cleveland 1, Ohio certainly beat the gun in getting out a Christmas Card. On September 16, John F. Nolan, sales manager, mailed a clever form letter explaining that when the advertising agency delivered next season's Christmas cards, he was so well pleased with them that he wanted to get them out in a hurry. And . . . "the Christmas spirit should not be confined to the all too short period it normally enjoys." The Christmas folder itself was a knockout. A take-off on political conventions — "Mr. Chairman, I make a motion!" The inside spread was a third dimensional, die-cut pop-up with delegates arising to vote on wishing everyone a Merry Christmas.



☐ EVERYBODY seems to be getting into the list business . . . in a scientific sort of way. Just saw an interesting folder issued by the Business Information Division of Dun & Bradstreet, Inc., 99 Church St., New York 7, N. Y. Explains how you can use D&B services to spot any types or sizes of manufacturing organizations in a particular locality. If interested, write for descriptive folder.

□ **HANDWRITING** on the wall department: On September 4 an AP dispatch (printed in New York Post) reported that Senate investigators are urging the Justice Department to consider perjury action against several New York union officers who signed non-Communist affidavits. One of the officers involved (Arthur Osman) is president of the Office Workers Union which has a strangle hold on part of the lettershop industry in New York. The same union shenagled the Labor Department into passing the ridiculous order controlling and limiting home typing. The hearings before the Board of Standards & Appeals ended nearly a year ago. No decision has yet been made. Perhaps the current disclosures (confirming Reporter exposé) will cause the Board to wash its hands of the messy affair by throwing out the order, which is right now preventing many deserving women from typing at home.



□ **IF YOU ARE INTERESTED** in British mailing lists, write to J. S. Netter, Esq., British & International Addressing, Ltd., BIA House, Chalton Street, London, N. W. 1, England. Ask for new indexed catalog, titled "Straight to the Right Hands . . . Through BIA Mailway."



□ **MEDIA PROMOTERS** are putting more and more oomph into their direct mail. It may be significant that the top award in the 1952 DMAA Leader's Contest went to a promotion for the newest form of advertising—TV (National Broadcasting Company Network). Our foreign cousins are not far behind. One of the most attractive booklets we have seen in a long time came from the Foreign Department of Publicitas, 3 Avenue Benjamin Constant, Lausanne, Switzerland. It is a 28-page, 8 1/4 x 6 1/4 inch brochure, titled "The Elements of a Successful Advertisement." It describes and analyzes (in English) the advantages and techniques of newspaper advertising in Switzerland. Fine job.



□ **WELCOME** to another Vol. 1, No. 1. The Union Square Savings Bank, 20 Union Square, New York, N. Y. has released the first issue of "Bank News." It is being distributed to 30,000 homes in the bank's trading area. Four-page, tabloid newspaper style. Should make a hit because it gives local news in interesting style.



□ **A NEW DEFINITION** for direct mail has been sought for a number of

YOURS?



...IF SO, WHY?

So much direct mail gets tossed into the "circular file". It *doesn't stand out enough* from the flood of sales letters, brochures and folders cascading across a desk.

There's an answer for you, and it's a simple, result-pulling answer—**PLASTIPLATES**. Here's the offset plate to produce sparkling printed pieces that compel interest. You capture fidelity in every detail...the *whole* of a line image...*all* the dots in a halftone. Plastiplates are the *nearest thing to stone lithography for direct mail use*.

More and more advertisers find, through **PLASTIPLATES**, the brilliantly "alive" direct mail...the sales messages that "leap" from the printed page...the interest and dollar-and-cent returns they're seeking. So can you!

Folder
describing
PLASTIPLATES
... yours
for the
asking.

To convince yourself of Plastiplates' superiority, make a **FREE TRIAL** right now! We will gladly furnish you or your printer with 3 **FREE PLASTIPLATES** so you can compare results.

Remington Rand

Remington Rand, Room 2441, 315 Fourth Ave., New York 10, N. Y.

Please send me 3 **FREE** Plastiplates ☐ Direct Image ☐ Photographic
My duplicator is a _____ Model No. _____
I use a _____ typewriter with a ☐ Fabric ☐ Carbon Paper Ribbon.
Please send **FREE** folder on ☐ Plastiplates (DS 62).

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____

MAIL ORDER LIST BROKERS

We are specialists
in finding suitable
lists for large mailers.

We are specialists
in finding suitable
customers for owners' lists.

JAMES E. TRUE ASSOCIATES

"Jim" True
"Hank" Ruby

Charter
Member
National
Council of
Mailing list
Brokers

James E. True Associates
419 Fourth Avenue
New York 16, New York

years. Frank Townsend of the Public Relations Department of New Jersey Bell Telephone Co., 540 Broad St., Newark 1, N. J. thinks we are on the wrong track. In a recent letter he says: "Whatnell's matter with 'Direct Mail Advertising?' If that isn't an all-inclusive, succinct, clear definition, then I've been wasting my time all these years trying to add to my vocabulary and I should have stood in bed."

□ **MOST INDUSTRIAL CATALOGS** make dull reading. They are dull in typography and in general appearance. Somebody has finally done something about it and has probably upset the apple cart, especially in the sanitary supply industry. We have just seen the new catalog issued by Puritan Chemical Co., 916 Ashby St., N. W., Atlanta, Ga. It was designed by Bearden-Thompson-Frankel (advertising agency), 685 W. Peachtree St., N. E., Atlanta 3, Ga. . . . and our editorial hat is doffed to the creators. A loose-leaf, 8½x11 affair, containing a series of product folders in two-colors. Each page seems to be as carefully prepared as a full page in Life Magazine. There is even a suspicion that sex is being used to help sell chemicals. The art work is outstanding; photographs wonderful; copy is terse, explicit and yet warmly written. We are told that the planning, research and production took over two years . . . and can believe it. This revolutionary style in catalog design may set a new trend in presentation books for heavy industry. We doubt if the Advertising Department of Puritan Chemical Co. can afford to send a complete catalog to Reporter readers, but you might get a few sample pages by writing to Maxine Copelan, publicity director for B-T-F.

□ **KANSAS CITY** has an attractive, four-color brochure explaining what the city offers to industry. The 30-page, 11 x 8½ inch booklet was prepared by the Industrial Trade Department of the Chamber of Commerce (1030 Baltimore Ave., Kansas City 6, Mo.). One striking departure from the usual is the absence of any photographs. All illustrations are wash drawings or line sketches. If you would like to see a copy, write to Dorothy Lamoree of the Publicity Department.

□ **COMMUNITY PUBLICITY** seems to be getting better. Suppose it is because more printers and direct-mail-minded people are getting interested in community activities. John C. Evans, 86 Dalton Road, Yonkers 2, N. Y. sent us a copy of the praiseworthy, 3½ x 5½ inch, 16-page booklet issued by the Yonkers Ci-

tizens Union . . . an organization dedicated to non-partisan city-wide elections. The booklet uses the big picture, short copy, story teller technique. In this one the kids are doing the talking in favor of city management government. Try to get a copy for your idea file.

□ **A PAT ON THE BACK** to another job seeker. If anyone is looking for a good industrial photographer, write to Carl A. Braune, 43-58 149th St., Flushing 55, N. Y. Seems like Carl is fed up with New York City and wants to get out into the far open spaces. His job prospectus is a masterpiece. Processed on 12 sheets of brown wrapping paper stapled together. An interesting presentation in story-telling style—a hypothetical interview between the applicant and a fictional "old-timer." Hope Carl lands his job.

□ **WELL-MATCHED STATIONERY** has been talked about for many years . . . but very few businesses ever get around to doing a perfect job. If you want to see a beautiful letterhead, a matching envelope and calling card (complete family resemblance), write to Joe Ripard at the Ted Wolf Company, 2909 W. Grand Blvd., Detroit 2, Mich. and ask him to send you a complete set. Cannot reproduce here because it is impossible to show the beautiful colors.

□ **POPULAR SCIENCE MONTHLY** celebrated its 80th year by producing a gorgeous brochure with deckle edge cover and individual recipient's name brush-script in gold. Layout and execution is a credit to the graphic arts industry. You might like to have a copy for your idea file. If so, write to Popular Science Publishing Co., 353 Fourth Ave., New York 10, N. Y.

□ **ARTHUR THEISS**, director of publicity and advertising of The Minnesota Mutual Life Insurance Co., 156 E. Sixth St., St. Paul 1, Minn. should get a pat on the back for his attractive, 8½ x 11 inch, 24-page booklet giving brief and to-the-point facts about the life insurance business and Minnesota Mutual. It is a fast-moving story told simply and helped along with suitable charts and statistics.

□ **SPEAKING OF CHARTS** . . . write to Herbert C. Rosenthal of Graphics Institute, 247 W. 46th St., New York 36, N. Y. and ask for a copy of "How

5

BEAUTY TREATMENT AT 200°... "warms the cockles"


of Rising paper users! For uniformity of cockle finish in Rising papers is guaranteed through specification tub sizing prior to controlled heating to 260°, then just as slow and careful cooling. Special instruments maintain exact limits of tension and temperature throughout this beauty treatment. All the more reason for you to specify Rising when you want... *Fine Paper at its BEST!*



If you're interested in letterheads, you should be receiving Rising's "New Letterheads of the Month" mailing... Just write "Direct Mail Service"



Fine Paper at its BEST...

comes to you from the **Rising Mill**  in the scenic Berkshires

RISING PARCHMENT (100% Rag) ★ NO. 1 INDEX (100% Rag) ★ RISING BOND (25% Rag) ★ PLATINUM PLATE (25% Rag) ★ LINE MARQUE (25% Rag)
INTRALACE TEXT ★ HILLSDALE VELLUMS AND BRISTOLS (25% Rag) ★ WINSTED VELLUMS AND BRISTOLS

Rising Paper Company, Housatonic, Mass.



For letterheads and most other business stationery, specify Nekoosa Bond. It's better to work with and the best paper for you to work on.



Nekoosa BOND
MADE IN U.S.A.

NEKOOSA-EDWARDS PAPER CO. • PORT EDWARDS, WIS.

to Win Awards and Influence Audiences." It describes and pictures how the graphic presentations prepared by Rosenthal's organization have helped their clients to win awards for outstanding work. Worth reading.



□ ADMIRERS OF CHEESE CAKE might be interested in knowing that you can buy syndicated note paper (6¼ x 9½ inches) with pin-up girls prominently reproduced in place of a letterhead. Envelopes to match. Write to Fantus Paper Products, 440 N. Wells St., Chicago 10, Ill. for samples.



□ "YCSPSOYA" is supposedly a Czech word pronounced "yuck-spes-soya." If you happen to bump into DMAA Director Roger Clapp of Linton Brothers and Company, Fitchburg, Mass., ask him to tell you what it means. He claims it is a new motto for salesmen used by the Milton Paper Company of New York.



□ IN THE AUGUST REPORTER we gave you a story about a 4-page house magazine scattered in four different spots of a local newspaper. We thought it was the first time such a technique had been used, but Clement E. Trout of the Department of Technical Journalism, Oklahoma Agricultural and Mechanical College, Stillwater, Okla. tells us that the same idea was used by General Shoe Company of Nashville, Tenn. They first did it as a summer experiment in cities where their branch plants were located. It worked out well so the experiment was continued into the winter months. The reporter is not promoting newspaper advertising, but when we see a good tie-up between direct mail and newspapers, it is worth a pat on the back.



□ FORTUNE MAGAZINE certainly does a wonderful good will job in tying up with the annual conventions of the National Industrial Advertisers Assn. In less than two months after the end of June Chicago convention, Fortune sent to all members of the association an 11 x 8½ inch, 12-page brochure giving a running account (with illustrations) of what happened at the convention. For the members who actually attended the convention, there was an extra insertion of eight photographic sheets giving 44 glossy pictures of the events and personalities at the convention. A bang-up job of reporting. Wish The Reporter could do a similar job for the direct mail conventions... but Fortune is blessed with just a little bit more mazoola.

□ GORGEOUS is the only word to describe a hard cover, bound book, titled "All the World is Listening." It was produced as a promotion piece by Lind Brothers (printers), 121 Varick Street, New York 13, N. Y. This company specializes in the printing of annual reports and other business literature. The book describes the importance of the printed word and then takes the reader on a photographic trip through the Lind plant. A masterpiece. Copies are available without charge to business executives.



□ THE SMALLEST DICTATING MACHINE has been perfected and is now being offered by Thomas A. Edison, Inc., West Orange, N. J. Called the Edison VP Voicewriter. Should be popular with executives and letter writers who want to have a convenient method of dictating on their travels. The machine (shaped like a book) measures 11-15/16 x 9-7/16 x 2-7/16 inches; weighs only 12 pounds; can be carried in an ordinary brief case. One plastic disc record has a 30-minute dictation capacity. Might be worth investigating.



□ LINE MATERIAL COMPANY, 700 W. Michigan St., Milwaukee 1, Wis. is doing a good job of tying in with the election campaign without straining too hard. Too many tie-ups sound silly. Elmer Briesemeister of the Advertising Department sent us a folder being distributed by the company, titled "Who Will be our Next President?" An interesting and informative account of how presidents are elected and a completely impartial description of both parties and their candidates. Well done.



□ "ULCER PROMOTERS" is the title of a series of humorous, miniature 4½ x 5½ inch booklets being distributed by Jay Gabriel Bumberg Advertising, 8 E. 48th St., New York 17, N. Y. Each gives a "gloves off" report on the "growing pains" of a young agency in relation to ulcer-producing clients and conditions. Typical subjects blasting merchandising myths are titled: "Mousetrap, HELL!"—"Must ALL Things Be RELATIVE?"—"Partner in Crime"—"The little GIANTS"—"The Magic Words"—"MAIL ORDER"—etc. You will probably enjoy reading the copy which you can get by writing to Mr. Bumberg.



□ IF YOU EVER HAVE ANY PROBLEMS on foreign advertising, or if you ever have any foreign friends who

have problems with American advertising . . . for Pete's sake write to Russell F. Anderson, director of Overseas Business Services for McGraw-Hill International Corp., 330 W. 42 St., New York 36, N. Y. This reporter at times has bumped into some sad experiences when trying to get American corporations to cooperate with foreign subscribers. Recently we had a question from Australia which we could not answer. Called Gardiner Gibbs at McGraw-Hill to see if there was anyone there who might know. Gardiner told us there was a special department just for that purpose. We were surprised and thoroughly satisfied with the complete and detailed answer given by Mr. Anderson to the problem involved. It's a wonderful service.



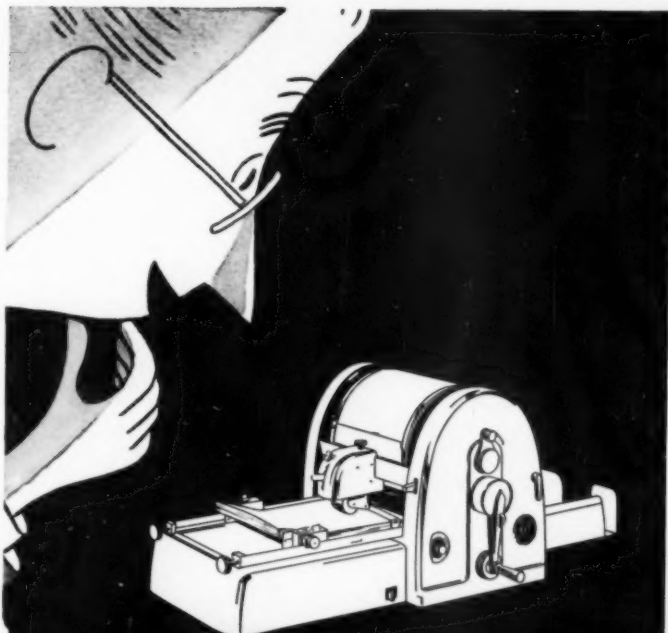
□ A TRICKY GADGET was developed by Leon Olsen of the Advertising Department of Hubbs & Howe Co., 1702 Elmwood Ave., Buffalo 7, N. Y. to distribute to sales representatives at their annual conference. A cardboard box, measuring $6\frac{1}{4} \times 9\frac{3}{4} \times 1\frac{1}{2}$ inches, contained cutout replica of the door to the Advertising and Sales Promotion Department. When the opened box was held upright a cork welcome mat drops down in front of the door. A metal door knob gives access to the printed material behind the door . . . showing reasons why all salesmen should use and appreciate the material furnished by the Sales Promotion and Advertising Department. The gimmick was distributed after the official announcement and unveiling of a display showing the work of the department. A darn fine promotion.



□ THERE IS A FASCINATING STORY in the September 1952 issue of "Systems," published by Remington Rand, 315 Fourth Ave., New York 10, N. Y. If you are interested in large-scale addressing operations, get a copy and read pages 18 and 19. Tells, with pictures, how the Crowell-Collier Publishing Co. has changed over its addressing of eight to nine million names to a punched card system, using a combination of Remington Rand and Addressograph-Multigraph facsimile units, which produces up to 7500 subscription labels an hour with complete control of classified sorting. It is big-time stuff . . . and saves a lot of money on addressing costs.



□ TIP FOR LOCAL AD CLUBS and local direct mail groups: If you would like to stage a program showing how paper is made, get in touch with Modern Talking Picture Service, Inc. with offices in 25 cities. The film runs approximately 23 minutes and is titled "The



What's so different about MODERN mimeographing?

One of the seven A. B. Dick MODERN mimeographs will meet both your copy and budget requirements.



A · B · DICK

THE FIRST NAME IN DUPLICATING



A. B. DICK COMPANY, Dept. R-1052-M
3700 Touhy Avenue, Chicago 31, Illinois

I'd like to know what's different about MODERN mimeographing for use with all makes of suitable stencil duplicating products.

Name _____ Position _____

Organization _____

Address _____

City _____ Zone _____ State _____

Stumped by a tough Presentation Problem?

call
SLOVES
for
FREE IDEAS

portfolios
sales kits
easel binders
merchandise-
presentations

Algonquin 5-2552

Fastest Service
in Town

SLOVES
MECHANICAL BINDING
CO., INC.
601 West 26th St. N. Y. 1

Put your
MAILING-LIST
on "CARBO-SNAP"

Snap-out stub



Bottom safety margin

**Gummed Addressing
Label Sheets
Interleaved with Carbon**

**Makes 2 to 8 copies
with ONE typing**

**NO MACHINES, STENCILS
OR ATTACHMENTS NECESSARY**

Write for FREE sample

PENNY LABEL COMPANY
9 MURRAY STREET
NEW YORK 7, N. Y.

Paper Made For You." It was produced for the Gilbert Paper Company in Menasha, Wis. by Wilding Pictures, Inc. of New York, Chicago and Hollywood. It is available without charge to local business and technical groups. A two-color, 16-page booklet is also available without charge for distribution to the film audience. It is a professional job and worth seeing.



□ **THERE IS A NEW** Assistant Postmaster General for the Bureau of Finance. This job was formerly titled "Third Assistant Postmaster General" and part of the job was issuing the regulations affecting all users of the mail. Osborne A. Pearson resigned on September 1 and was succeeded by William J. Bray of Connecticut, effective September 11. Nelson Wentzel, whom all of us know as Assistant Executive Director of the Bureau of Finance, will be with us at least another year. Although past the retirement period, his term has been extended for another one year period because of his nearly irreplaceable value to the Post Office Department.



□ **CONGRATULATIONS TO** the Mail Advertising Service Assn. International for completing a project planned at the 1951 Milwaukee Convention! A special committee, composed of Felix Tyroler (secretary of New York MASA), John Patafio (Ambassador Letter Service, New York) and Bernie Rosenstadt (Ardlee Service, New York), was given a tough assignment to build a reference directory for all members of the association. During September 1952, a large volume weighing 2-3/4 pounds was delivered to each member. It contains indexed and classified advertising material of most of the manufacturers and suppliers of equipment, processes and methods used in the lettershop field. A tremendous assembly job . . . but it should prove of great value. Incidentally, we can't help making this comment: Any lettershop proprietor who does not belong to the MASA should have his (or her) head examined.

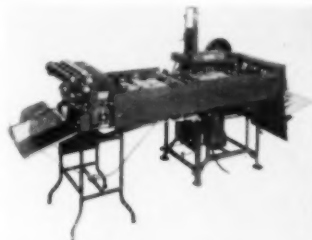


□ **ONE PUBLICATION** is gathering statistics which may make tough reading for officials of the Post Office Department. The Standard Rate & Data Service, Inc., 1740 Ridge Ave., Evanston, Ill. recently sent out a personalized form letter to all of its subscribers, asking for cooperation in tracking down the sources of delay in mail deliveries. Every subscriber has been asked to notify SRDS on a post card the exact time of arrival of each bulletin or publication. When all the statistics have been compiled, the results will be shown to people

who may be able to do something about the delays. Might be a good idea for other mailers.



□ **DEALER LITERATURE** can now be processed and imprinted in one operation . . . without the waste and delay caused by separate operations. The Addressograph-Multigraph Corp., 1200 Babbitt Road, Cleveland 17, Ohio, has developed a tandem hookup of two types of their machines. Paper is fed into Addressograph for imprinting, then auto-



matically goes to Multigraph for copy. Eliminates overages and shortages . . . since machine stops when last piece has been processed for each dealer or agent. These tandem machines are custom-assembled for individual purchasers. Delivery in about ninety days. Price complete about \$8,000. For complete information write to company or consult local managers.



□ **COMPLAINTS ABOUT "FORM 3547"** have reached us from all around the country. Mailers are kicking because post office clerks are not giving complete information. Several subscribers sent us samples showing that they received and paid for Form 3547 which contained no information whatsoever. The Post Office Department has urged, in the Postal Bulletin, that clerks be more careful. The Reporter is now informed that you may secure a refund from the post office for all incompletely filled cards you receive. So save your cards. Get your refund. The post offices involved will then be needed to supply the correct information.



□ **CONGRATULATIONS AGAIN** to the Canadian Post Office Department! The Public Relations Branch is always starting something new. Last year it was the training program for mailing room personnel. This year David Adamson, superintendent of the Public Relations Branch, has had designed a series of semi-cartoon style selling slogans for the Post Office. These designs are imprinted in blue on the regular depart-

mental stationery and are being used by the officers in writing to users of the mail. If you would like to see a series of the slogans and designs, write to David Adamson at Ottawa, Ontario, Canada.



□ **FOR AN OUT-OF-THE-ORDINARY** booklet, write to the Pioneer Valley Association of Northampton, Mass. Ask for the "Pioneer Valley Almanack for 1952." Designed and printed with old-fashioned type and illustrations. Even the modern photographs are Ben-Dayed to resemble the accompanying ancient wood cuts. The booklet was prepared as a cooperative advertising piece and is a "compendium of divers and sundry information of interest to travellers." It is being "distributed on behalf of the several counties to those who purpose to travel therein." This masterpiece was edited by Elisabeth Shoemaker; designed by Kenneth Morang and printed by Berkeley Press of Boston. Congratulations!



□ **A FREE OFFER:** Harry Rower, president of Art-Stats Inc., 16 E. 48 St., New York 17, N. Y. liked the September issue. He thought some readers might have trouble getting photostats of page 31...the chart "Battering Down the Sales Resistances...without damaging the rest of magazine. So he has kindly offered to supply a "stat" at absolutely no cost to any Reporter reader who requests it on a card or in a letter. Just ask for "Stat of (title)."

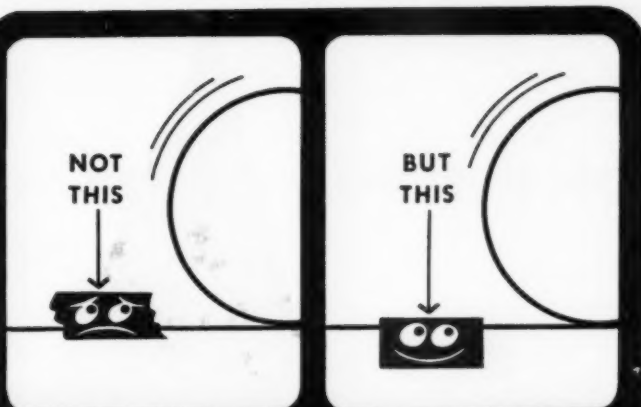


□ **A BIG LOSS:** Edward Lawrence Greene, President of The National Better Business Bureau, died at his home in Mamaroneck, New York September 27th. His age was sixty-eight. Was a pioneer in Better Business Bureau operation. In 1916, he became Secretary of the Better Business Bureau of the Chicago Advertising Club; two years later, joined the B.B.B. of Cleveland. Then to Boston. At that time there were no more than a dozen Bureaus in existence...devoting their activities primarily to exposing the stock and medical swindles which then flourished. Mr. Greene coined the slogan "Before You Invest—Investigate." He had been head of the operations of the National Better Business Bureau since the date of its incorporation in 1925 as successor to the National Vigilance Committee of the Associated Advertising Clubs of the World. Was elected President of the National Better Business Bureau in 1951. May his successor, whoever he is, continue to carry the torch for truth in advertising.



□ **THE NATIONAL CONSUMER FINANCE ASSN.** has embarked on a worthwhile project. Two years ago an advertising committee was set up to

(Continued on Page 50)



Why REcessED OFFSET means PRINT SHOP Quality for the life of the master

During initial "wetting out," the exclusive and unique multiple coatings of A. B. Dick direct image masters swell imperceptibly to hug the image. In effect the image becomes recessed for protection—escapes possible squashing. The result is print shop quality for the life of the master—copies to satisfy the professionals.

For more information about REcessED Offset and the complete line of A. B. Dick lithograph supplies plus pre-sensitized photographic plates just mail the coupon below.



A · B · DICK

THE FIRST NAME IN DUPLICATING

A. B. DICK COMPANY, Dept. R-1052-O
5700 Touhy Avenue, Chicago 31, Illinois

Without obligation please send me more information about A. B. Dick

☐ direct image... ☐ photo-offset products for offset duplicators.

Name _____ Position _____

Make of Offset Duplicator _____

Organization _____

City _____ Zone _____ State _____



NEED A NEW STAR SALESMAN?



Five factories and over 100 sales representatives are equipped to handle your usual . . . and unusual . . . envelope requirements. Write us your needs today.

TENSION ENVELOPE CORPORATION

522 FIFTH AVENUE
NEW YORK 36, N. Y.

5001 SOUTHWEST AVENUE
ST. LOUIS 10, MISSOURI

128 NORTH 2ND STREET
MINNEAPOLIS 1, MINN.

1912 GRAND AVENUE
DES MOINES 14, IOWA

19TH AND CAMPBELL STS.
KANSAS CITY 8, MISSOURI

1 LEADER IN ORGANIZED ADVERTISING LOOKS AT DIRECT MAIL

By Elon G. Borton

Your program committee asked me to talk on the subject "Organized Advertising Looks at Direct Mail." I asked them to change that title, for no one person can speak for all of organized advertising. I can speak here only as an individual.

But please bear in mind that as an individual I have a warm spot in my heart for direct mail. For over 20 years, I was in charge of advertising and mail selling for an institution, La-Salle Extension University, which depended a great deal on direct mail. Some 10 or more years ago, I was a director of D.M.A.A. The Advertising Federation of America uses direct mail largely for its membership solicitation. D.M.A.A. is officially affiliated with A.F.A., as are 8 other media associations. So I am speaking as a friend of Direct Mail and of your Association.

Direct Mail is somewhat of an anomaly among advertising media.

According to D.M.A.A. figures, it is the second largest medium in amount of money spent, being surpassed only by newspapers. It is possibly used by more concerns than any other medium. It is used by most firms using other media and by many using no other.

It is a powerful medium possessing some definite advantages. Efficiently used, it can be almost scientific. It is the rifle method. One can spend much or little on it — it is extremely flexible. It can be used as a supplement to other media or alone. It can help a little business get started with small capital, and it can help the biggest company solve some of its marketing problems.

Its users are in many cases almost fanatically interested in it. Announce a Direct Mail Clinic or meeting and you are sure of a crowd — and most of them carrying and using note books. You direct mail practitioners will sit up all night discussing methods

and tests. There are leaders in your field giving large amounts of time and effort promoting it. Yours is one of the very few advertising media with magazines devoted entirely to it.

Yet, in many ways, direct mail is a confused and misunderstood medium.

Your leaders testify that there is large waste in its use. Congressmen speak scornfully of the mass of direct mail flowing across their desks — and into the wastebasket. The Post Office Department looks askance at some postal rates and mutters about subsidies for direct mail. Some advertisers and some advertising agencies leave the handling of direct mail to underlings — junior executives or clerks. Some advertising leaders do not look upon direct mail as a major medium or worthy of much attention. Many direct mail users even do not think of it as an important medium. Nobody prepares for a direct mail career.

Part of this trouble is inherent in the very nature of the medium. Anybody can use direct mail at any time and in any amount — and stop just as readily. Nearly everybody thinks he knows how to write a sales letter or mailing piece. Almost every printer

(little or big) is ready to pose as an expert on it. You can't even agree on a definition of Direct Mail.

Other media are centered in a comparatively few operators or owners. There are less than 2,000 daily newspapers and less than 10,000 weeklies. Magazines can be numbered in thousands. There are nearly 3,000 radio stations, and only about 100 television outlets. Outdoor and transportation operators are very few in number. Business papers number in the low thousands. Advertising specialties are manufactured mostly by a few companies. Even point-or-purchasing advertising (which is most nearly like direct mail on this point) is largely in the hands of a small number of firms.

On the other hand, there are at least one hundred thousand printers and other suppliers ready to turn out direct mail at the drop of a hat — and millions of individuals or firms using direct mail. Yours is a loose, widely-diffused medium.

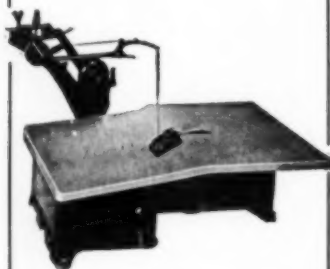
These other media have associations knitting most of their operators together and promoting the use of their media aggressively. In fact, several have



Elon G. Borton . . .

Reporter's Note: Here is the first talk made at the first General Session of the DMAA Convention on October 8th. We'll cover other talks later . . . but this one is MUST reading. It is both a challenge to and a platform for everyone seriously interested in direct mail. Elon Borton hardly needs an introduction. He is President and General Manager of the Advertising Federation of America, 330 West 42nd St., New York 36, N. Y. If his suggestions could be carried out . . . direct mail would boom.

**SAVE TIME
AND MONEY!
TIE BUNDLES
AND PACKAGES
THE EASY WAY
WITH THE FAMOUS
SAXMAYER
NO. 6 TYING
MACHINE!**



Latest addition to the SAX-MAYER line is this highly efficient general purpose machine especially suited for tying such things as mail in direct mail departments. Using either twine or tape, it ties all shapes and sizes of packages up to 6 inches high. Attractively finished in enamel with white porcelain top. Legs furnished at slight additional cost. Whatever your tying problem there's a SAXMAYER to meet your requirements. Write for illustrated folder describing 20 standard SAXMAYER Models serving over 100 different industries.

DEPT. A

**NATIONAL
BUNDLE TYER COMPANY**

Blissfield,
Michigan

two organizations — one an overall association for their general problems and the other a specialized organization selling their medium to advertisers and agencies. Thus the daily newspapers have the American Newspaper Publishers Association and the Bureau of Advertising. The broadcasters have the National Association of Radio and Television Broadcasters and the Broadcast Advertising Bureau. Outdoor has the Outdoor Advertising Association of America and Outdoor Advertising, Inc. Magazines have the Magazine Publishers Association and the Magazine Advertising Bureau.

You have two national organizations — D.M.A.A. with less than 2,000 members and the Mail Advertising Service Association composed of eight hundred suppliers. You have the Council of Business Mail Users and the organization of list brokers. You have the Association of Third Class Mail Users. You have a few (less than half dozen) local District Mail Clubs. There is overlapping membership in these organizations so that possibly 3,000 users and suppliers of direct mail are in all of your organized groups — only 3,000 out of hundreds of thousands of users and thousands of suppliers.

You are thus probably the least well organized of any major medium.

Yet there are three necessary things to be done if direct mail is to have its rightful place in the sun. All require better organization of the direct mail industry.

All three jobs may be said to be educational.

One is to educate both users and suppliers on the better, more efficient use of direct mail. There is still too much waste in direct mail; too many users and suppliers who do not know how to prepare or use it effectively.

There are a number of good books about your medium — more perhaps than in any other medium than radio and television — but I wonder how wide is their readership. Your direct mail magazines reach less than 10,000. Your D.M.A.A. sends out a lot of fine material to its members, but its coverage is very limited. There are only a few direct mail courses in schools and colleges, probably less than a dozen giving credit toward a degree. There may be 25 courses of all kinds.

There are hundreds of thousands of users and suppliers who need to be told simply and clearly how to get the most results from their use of this medium. There probably should be more research. There might well be more study courses on direct mail

in colleges and universities. There might be an organized speaking campaign to bring your story to advertising people everywhere. There might be a film which could be shown widely. Other possibilities should readily occur to you.

The second job is to educate the business world on the value and place of direct mail as an advertising medium. Both management and advertising practitioners, outside of a comparatively few companies, now too often belittle it or use it casually. There is little organized effort on your part to sell your medium.

The third task is to educate legislators and governmental officials about direct mail so that you will not be harassed by inequitable postal rate charges and regulations or by diatribes by bureaucrats. Some of your leaders are doing a fine job of this, but there is still much to be done.

Obviously these tasks can only be done by a strong trade organization.

If you are in earnest to make your medium recognized for what it really is, I suggest that your first task is to give your association a fair chance to do a job for you.

My feeling is that D.M.A.A. is doing about all you can expect with the support and money you give it. It has, in recent years, increased its strength and its service. But you are asking your Officers and staff to do a big national effort with a small budget. One advertising medium has a million dollar budget for its division of promotion alone besides a big budget for its overall association. Your budget is a small fraction of that. Others have large amounts.

As an outsider looking on, I wonder if the time is not ripe for you to examine your medium set-up and reorganize it for the tasks it has to do. I know some of your leaders are already thinking along this line. But I think that more of you should be concerned. It will benefit all of you as well as all advertising and business.

STILL AT IT

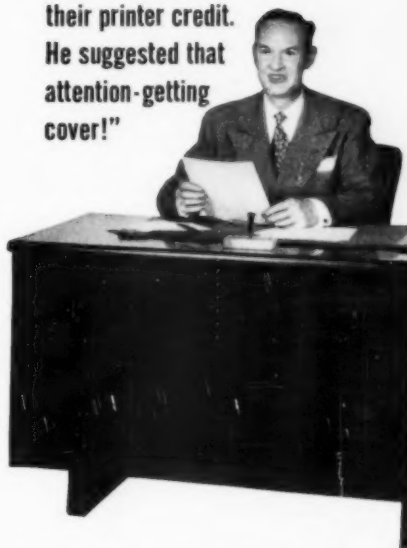
In August 1951 Reporter . . . we commented on the atrocious letter sent by the president of a big advertising agency to the wrong man in a large manufacturing concern. The letter solicited the advertising account. It was poorly written and horribly typed (with erasures, type-overs, etc.)

The same president has done it again! He sent the same identical letter to the same wrong man exactly nine months after the first letter. The only change . . . an added year of experience. This year's letter was even more sloppily typed.

No wonder some direct mail doesn't work.

"Isn't this new Acme catalog a fine job?"

"Sure is! And give their printer credit. He suggested that attention-getting cover!"



Let your printer show you how a lively cover invites reader-ship, wins favorable action for catalogs, broadsides, booklets

You raise *your* catalogs, booklets and other mailings far above the "run-of-the-mill" when you add an attractive cover—one that conveys an impression of importance and quality to the reader.

Ask your printer to show you examples—on Hammermill Cover. In bright white or any of eleven lively colors, it

provides a pleasing background for a cover that wins further inspection. And Hammermill Cover is long-lasting, keeps on working and selling for you long after you send it out. It's backed by the famous "Hammermill" name, known and respected by thousands of buyers of business printing. Send today for the free sample book.



You can obtain business printing on Hammermill papers wherever you see this shield on a printer's window. Let the Guild sign be your guide to printing satisfaction.

**HAMMERMILL
COVER**

BY THE MAKERS OF HAMMERMILL BOND



Hammermill Paper Company
1621 East Lake Road, Erie 6, Pennsylvania

Please send me—FREE—the up-to-date sample book of Hammermill Cover.

Name

Position

Please attach to, or write on, your business letterhead.

TR-OCT



Stacy Holmes explains why YOU may need "Nail Polish for The Outstretched Hand." Perhaps you don't need his advice . . . but the chances are, you do.

NAIL POLISH FOR THE OUTSTRETCHED HAND

By Stacy Holmes

Henry Hoke has said that the title, "Nail Polish for the Outstretched Hand" perplexes him. He can't wait to hear what it's all about.

Well, I listened to his useful talk with close attention and while doing it, went over the notes of this speech with a blue pencil. The "useless words and phrases" have been eliminated. All the "I's," "my's," "mine's," "we's," "me's" and "us's" have been taken out as have all the phrases containing the word "that." There is nothing left. Since the Tuberculosis and Health Association is a good cause, however, a few of the ideas in this manuscript may still be applicable. Here they are.

What I'm talking about is this: organized charity is one of the biggest activities in this country today, second only to the collecting of taxes. More people are engaged in it on either a full or part-time basis than in any other occupation except eating and sleeping. It has passed from the realm of afternoon diversion for the Ladies Bountiful of the community into the public domain. Everybody is doing it, and for that reason it has become intensely competitive. It has, unless carefully administered, reached, not the point of diminishing return, but the

point of NO return. Organized charity, that is what I mean by the outstretched hand.

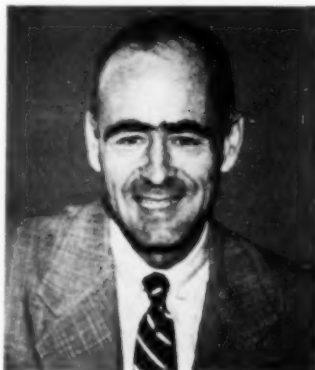
Now about the nail polish. I will not say that a palm will not be crossed with silver unless the fingertips are dripping with Chen Yu. But I do say from hardwon experience that the hand with the well-kept faintly scented fingers will do better than one with warts and grimy nails.

Translated into basic English: the appeals for charity are numerous and

competitive. The attractive appeals are those that will get the attention.

OK so far. What do we do to make an appeal attractive? Isn't the thought of helping a child recover from TB an attractive appeal? Yes, to both propositions. By what devices then, can the strength of these appeals be made of maximum effectiveness?

The problem has a great deal in common with retailing and it must be for that reason that Filene's, a retailer of clothing to men, women and



Stacy Holmes . . .

Reporter's Note: It has taken a long time to get it . . . but here it is. Transcription troubles. Stacy Holmes made this provocative presentation at the end-of-May annual convention of the National Tuberculosis Association in Boston. He followed THIS REPORTER on the platform. We thought it was one of finest talks on record. Once you understand what the title means . . . you'll get the point that even your business may need "Nail Polish for the Outstretched Hand." Not just the charitable organizations. We all have hands outstretched for the customers' dollars or attention. What can we do to make that hand more attractive? This may give you ideas. Stacy Holmes, in case you don't know, is Public Relations Director of Wm. Filene's Sons Company, Boston, Mass., — "the world's largest specialty store." He is thoroughly Bostonian, with Harvard Business School training. Cold type cannot put across his personality and sparkling sense of humor. But you'll like his logic.

children, has been invited to express itself here today. We know nothing about organized charity. But we certainly have been in the competitive Maelstrom for a long time, and can document from our own experience how an attractive imaginative approach to old problems can make them perpetually exciting, and, we hope profitable.

Miss Parsons thought that a couple of department store stories might illustrate this point. Whether you can translate them to serve your own ends is a question that only you can answer, but I'll even go so far as to suggest a sort of translation to you.

Well, then how do you build business ahead of your competition in such a universal department as, let's say, high-schoolers? One device that originated some years ago in Boston was the high school advisory board . . . a group of girls, chosen on the basis of fashion sense, bearing articulateness, to advise the buyer of the hi-school shop on taste trends and preferences, popular styles, fads and even current slang. It was a newsworthy idea, the store was given a great deal of publicity for developing the board, the girls all talked about it in their own schools, and it gave that department a decided edge over others in the city. This idea was soon adapted by all the other leading stores, however, and the competitive advantage was soon over. Now what?

One day, about three years ago, two representatives from Air France came to see us. They wanted us to help them observe the opening of direct Paris to Boston flights by using a model Air France plane and a few travel posters in one of our display windows. This was a reasonable enough idea but a tired one, which we told them. They said "What can we do to get attention?" We suggested that no one in the United States had seen a live Parisian model from one of the top designer houses on the hoof, that if they could provide transportation for such a girl on the initial flight, we could certainly persuade one of our designer friends to produce the girl. This they agreed to enthusiastically. Pierre Balmain welcomed the idea as giving a wonderful chance for publicity in this country and sent his top mannequin with a complete wardrobe for the trip.

The Boston papers were more than generous with their publicity and Air France was ecstatic. So was Balmain. The girl made such an impression in a special charity fashion show that Filene's engineered in Boston, that he

Your Letterhead is part of your CUSTOMER SERVICE PROGRAM



IT SIMPLIFIES CUSTOMER CORRESPONDENCE

A well-planned letterhead gives customers the information they need to correspond: names of executives, departmental references, correct addresses.



IT CREATES FAVORABLE IMPRESSIONS

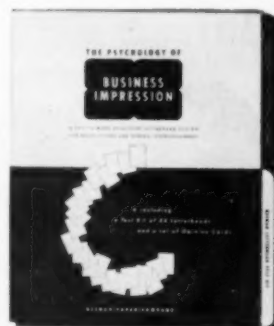
Whether you are writing thanks for an order or to answer a complaint, the quality of your letterhead plays an important part in the customer's impression of your letter.



IT ADDS INSTITUTIONAL BACKGROUND

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The actual letterhead preferences of thousands of business and professional men were determined in the nation-wide Neenah Letterhead Test. You can make this test in your own office by reading the portfolio, *The Psychology of Business Impression* and studying the Test Kit of 24 basic letterhead treatments. When you learn the preferences within your own organization, you can check them against the preferences in other organizations. To get a free copy of this portfolio, check the coupon below, sign your name, and attach to your letterhead.



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took her to other cities and developed tremendous interest. At the end of the promotion, Air France said, "If you ever think of anything else like this just let us know."

That, of course, was a challenge. We immediately thought of a reverse twist on the idea—sending someone from Boston to Paris, but whom? Who could make news? Ah ha. Our High-school fashion board. Every year we sent the chairman to New York to look at the point of origin of high school fashions. Why not send her to Paris? A Parisian couturier, Jacques Heim, agreed to be her host while she was in Paris and provided a wardrobe for her to inspect. Air France agreed to transport her with a chaperone. LOOK Magazine became interested in the idea of a 15-year old fashion buyer flying to Paris and sent their fashion editor along to cover the story. A New York manufacturer enthusiastically agreed to copy the Paris originals that she did buy for mass

distribution at popular prices all over the United States. Filene's, of course, had exclusive rights for New England.

It all came about as planned with columns of publicity and pictures on both sides of the ocean and an 8-page story in LOOK Magazine. All parties were gratified and besides Filene's, the New York manufacturer and the Paris designer made a profitable business venture of the undertaking. Our Hi-School Shop was still ahead of the competition.

Now we come to the translation. What possible bearing can a story like that have to a fund-raising problem? Just this. You have the same competitive situation that a big store has. The application of imagination to any such problem can be made to pay off... in excitement for those working for the organization, in making it sound attractive to volunteers, in publicity and, of course, in the important end product, increased contributions.

Let's get back to the department

store field. Can your imagination help you get the maximum support from stores in your community? A store has command of many media of publicity... display windows, newspaper and magazine advertising, billboards, radio and television, direct mail, packages, trucks and even match-books. Some of you may have tried to take advantage of these and run up against a blank wall. I know all about that angle, because part of my function is to explain to any number of worthy charities why we can't spend every one of our promotional dollars for their particular benefit.

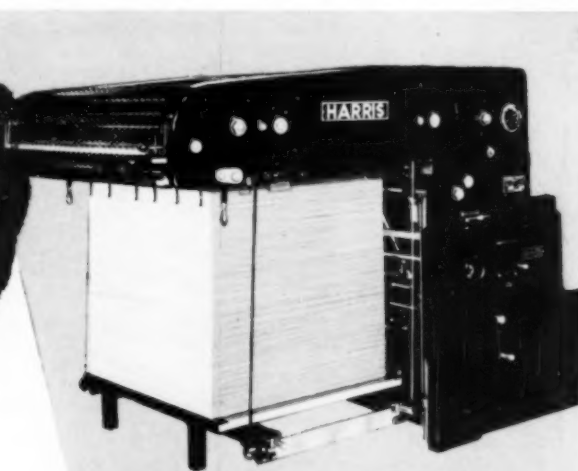
But have you applied every last drop of imagination in approaching the stores? Keep a few fundamental truths in mind. Most businesses of any stature are sympathetic to any worthy activity going on in their community. Yet they have to conduct their business at a profit, and can't support one charity to the exclusion of all others

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unless there's a solid reason for so doing. Take display.

A small store may welcome a poster, which you supply, without question. But a large store won't take it. It just doesn't fit in with the color scheme that the display director has been at such pains to develop for months. And he can't rip out a merchandise window in which he's spent part of his over-taxed budget, to substitute one for a charity. Besides, if he could afford it, he hasn't got the manpower which is worked to the absolute limit of capacity, particularly in November. OK, how do you get around this harassed display manager, anyway? Do you go to the store owner and get him to issue an order? Unh, unh.

You approach the display manager with something that is really helpful. You offer him something that will *save* him money and manpower, not make him waste it. In the first place, you approach him *months* ahead of time. Most big store window plans are agreed on and many are put into work at least six weeks ahead of time. Of course, if the idea is big enough it's never too late (for example, I'm positive that if on December 23rd the Christmas Seal Sale people told us that on December 24th, Queen Elizabeth and Prince Philip would read Dickens' Christmas Carol in our No. 1 window, we could arrange it somehow).

But Christmas windows and those around Thanksgiving, are planned *months* ahead of time. So if you're trying to develop something for next Fall, start NOW. What do you suggest? Approach it from the display man's side. What will he be featuring in his windows around Christmas-time? Toys, for one thing. Good. Can we get a paper house to provide some free gay Christmas wrapping materials in exchange for credit in a store window card? Can we line up several shifts of children to take turns sitting in a window full of toys and wrapping up gifts, each of which will be sealed with a Christmas seal? Or perhaps they're doing up the store's own parcels in the store's own wrapping, and in each parcel the customer receives a note in childish handwriting saying that her package has been gift-wrapped without charge thanks to the Christmas Seal Sale children. This one idea can be played millions of ways, all heart-warming and exciting and newsworthy and compelling. Offer it to the store on an exclusive basis. It's *theirs* alone if they'll act fast enough. Maybe they can even get a picture of the kids in their window in a national

magazine, and THEN what a coup for them.

Or, if there is a Zoo in town, corner all the baby animals and offer them to a store in cages decorated with Seals.

Or a gift-wrapped Christmas Seal studded package under each gift item displayed but take store materials and get *volunteers* to wrap them, saving display money.

Or on a national level, work out a window scheme with Dobeckman Company, manufacturers of Lurex, the metallic yarn. Design a window prop of a giant seal to go with tinsel and jewelry gifts at Christmastime—they pay. Tie in with *Life* Magazine or *Vogue* Magazine.

Or get the store to sponsor a contest for kids—making designs out of seals—use winners in windows or department display. Copy dress designs (that appeals to store's selfish motives.) Or get kids to make a dress from cut up seals. Get a manufacturer actually to produce winning design for sale.

At this point someone shouts "commercialism." Sure, but don't be afraid to do something for the people who give you money or help you raise it. There's nothing wrong with commerce. If charity is going to turn increasingly to business and industry for support, those charities who are the most alert in discovering what they can do for business will be the leaders.

The outstretched hand with beautifully kept fingernails, the outstretched hand that gives a little affectionate squeeze when it holds hands with business, that is the hand that can do the most good for those who trust it for their survival.

ANOTHER STATISTICAL CASE HISTORY

This one arrived too late for our roundup of readership statistics in the September issue.

W. J. Simonds, asst. to the ex. v. p. of Rodney Hunt Machine Co., Mill Street, Orange, Mass. sent us a copy of the form letter mailed June 17 to 15,400 people... offering information on Turba-Film Evaporators. We liked the return card with a detachable stub. (Stub emphasized the importance of having name and address correct.)

10.6% of the cards were returned. But actual returns were slightly better than 12% due to traceable telephone calls and individually typed inquiry letters.

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M A S A

*Report of an interview with Leslie Davis,
Special Assistant to the Publisher, The Wall Street Journal*

SUCCESSFUL MAIL ORDER SELLING STRATEGY

By Lewis Kleid

Reporter's Note: Lewis Kleid, as you all probably know, is President of Lewis Kleid Company, 25 West 45th St., New York 19, N. Y. His hobby is digging up facts by interviewing. We published his interview with Max Ross of Look Magazine in August issue... and judging by reactions received it was popular. So here's another installment. This time, with Les Davis of The Wall Street Journal. Remember... the questions and answers in these interviews concern mail order type direct mail operations. Those who use other types of direct mail (see September Reporter) will have to decide how much of the advice can be applied to their operations. Also remember... many of the principles or techniques employed by large scale get-the-order mailers can be adapted in the other 48 uses of direct mail.

In 1940, The Wall Street Journal had a circulation of 29,000. In 1952 its ABC statement reports 235,000, the largest national circulation of any daily in the United States. People not familiar with The Wall Street Journal, think of it as edited for banks, brokers, and financial people. Actually, this group represents only 15% of the total circulation. In New York City, financial capital of the nation, there are only 20,000 subscribers and single-copy buyers out of the total circulation of 235,000, and the majority of these, too, fall outside the purely financial category.

The paper has fully equipped publishing plants in New York, Chicago,

Dallas and San Francisco, and is published simultaneously in these four cities—to assure speedy daily delivery to subscribers and newsdealers nationally. All four editions are the same in news and editorial content, except for added regional news coverage and certain other regional adaptations to reader needs. Such regional publishing has been pioneered by The Wall Street Journal in the daily newspaper field and has played an important part in the rapid growth of this excellent business newspaper.

Don't let the "Wall Street" title throw you, however. It's a brand of journalism unique in the publishing world and valuable for its precise, interesting, reliable information relating to your business, your job and your income. If you're not familiar with The Wall Street Journal—give yourself a treat (short-term subscription—3 months \$6—\$20 per year).

The title, "Special Assistant to the Publisher," is a strange one in circulation work and ordinarily far removed from mail order sales. Leslie Davis, who carries this heavy handle, works closely with George Delaney, Circulation Sales Manager of The Wall Street Journal. Les Davis might be considered a "sales engineer." He counsels on circulation problems, sets up the blueprints for attaining circulation objectives and outlines the budget pattern to do the job. George Delaney, on the other hand, is responsible for the accomplishment of these objectives. He is in charge of all circulation sales personnel including field sales, direct mail, space advertising, newsstands, and the educational service division.

HIS BACKGROUND

Les Davis has unusual qualifications for the job he's doing. On the creative end, he was formerly an account executive with the old Frank Presbrey Advertising Agency and wrote children's books on the side. From the

management point of view, he was, for ten years, assistant to the partners of Ernst & Ernst, an important accounting firm, and has done consulting work in department-store merchandising. Seventeen years ago, he came with The Wall Street Journal as Advertising Research & Promotion Manager and since then his work has gradually concentrated on circulation-sales planning.

When you consider that 45% of The Wall Street Journal's new-subscription circulation and almost all its renewals are secured by direct-mail methods, when you visualize the 8,000,000 or more pieces which Leslie Davis will schedule this year—plus another 3,600,000 pieces of circulation promotion for Barron's National Business & Financial Weekly, which is affiliated with The Wall Street Journal—you must recognize authority in answering these questions:

Q. When do you make your major mailings?

A. Ours is a generally uninterrupted program. Each week and every week with the exception of two or three during the year, we send specific, pre-



Lewis Kleid



Leslie Davis

planned quantities of mail to the post office to help us attain our circulation goals.

Q. Don't returns from your mailings vary according to seasons?

A. Yes, but now and again your public will fool you. The Journal and Barron's do business the year round, and our potential customers need our service in one season as well as another. Also there are advantages, at least in our business, to mailing all the time. These outweigh seasonal fluctuations in returns.

Q. What are the advantages of your "constant flow" theory?

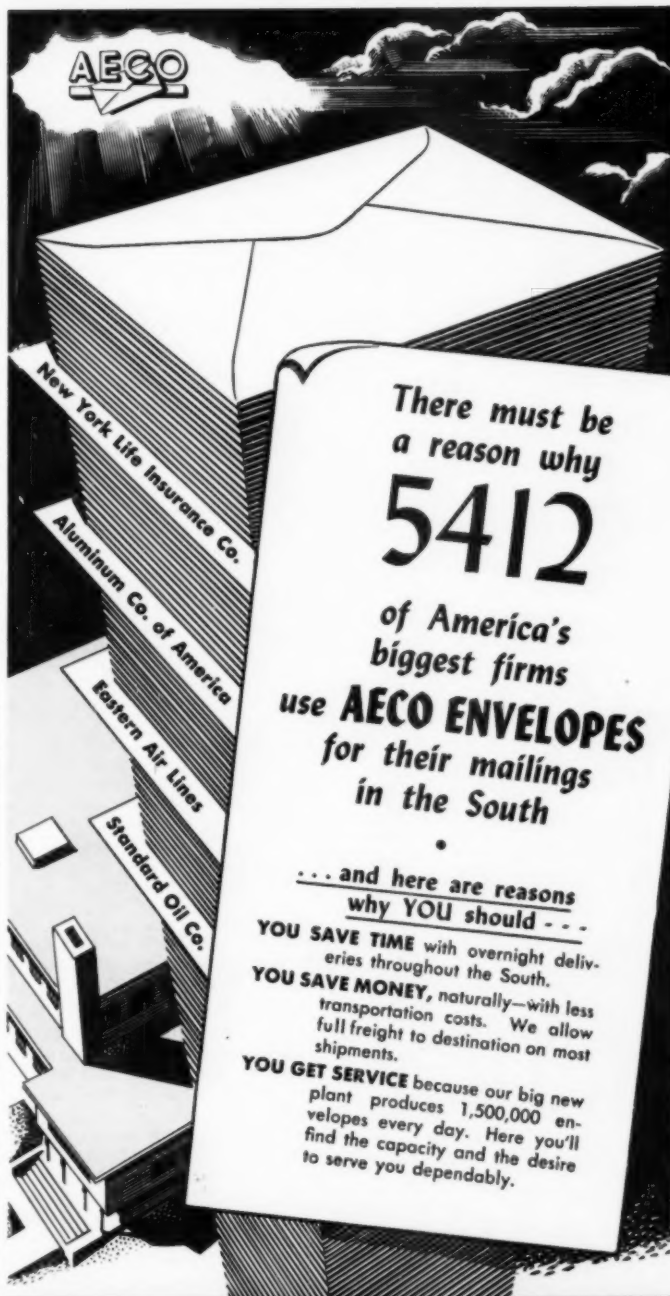
A. We're never out of touch with our market. And we can see trends. To mail a couple of million pieces at one time, after being out of the market three or four months, would be quite a gamble, even if we tested.

By dividing this up into weekly mailings, we spread our risk. Printers and lettershops would rather get a steady flow of work from us they can count on. They handle it better, and give us better prices. In our own office, heavy seasonal mailings would mean hiring a lot of temporary help to take care of the peak load of orders, and later the peak load of trial-subscription stops. All the mistakes and boners would cost still more money and build ill will with our customers. As it is, we operate with a minimum and permanent staff of well-trained, reliable people.

Q. The subject of office "overhead" brings up the problem of rising costs. What are you doing to counteract the increase in third-class postage?

A. We are not reducing our mailing volume. We've increased it. Overhead, like salaries, occupancy, outside professional services, traveling, tel and tel, etc., is part of our circulation-sales expense, and we can handle this year's substantial increase in our direct-mail volume without much added overhead. We've needed scarcely any additional office personnel. Since overhead is a not-so-thin slice of our direct-mail expense, we've reduced our per-thousand costs quite a bit, even with salary raises, by spreading our overhead over more mailing pieces.

Q. Some mailers plan to eliminate marginal lists in order to compensate for increased costs. With the increase in your mailing volume, you must be using more marginal lists. Doesn't that hurt?



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A. It's easy to eliminate lists; anybody can do that. It takes ingenuity to make them pay. We have found, for example, that government postal cards which now cost us \$35 per M, as compared with \$65 per M for our third-class-letter mail, are good on various marginal lists.

Q. What else can be done to challenge rising costs?

A. We've retested everything and cut out anything that had become a frill by ceasing to pay its way. For instance, we had been putting our two-page letters on two sheets. Our latest tests show that if the page-two copy is short; not over a half a page, we do better with two sides of a single sheet; save money and actually get more orders. I don't know yet about page two if copy is long. The extra sheet might be better. We're testing that now. And here's another example: For several years we got a better return with a sticker, "Air Mail Reply Requested," affixed to the message. This expense is no longer justified.

Q. What happens when you send out your letters without enclosure of circulars?

A. We lose some business, except in the case of our Stop list. But like other mailers, we too found long ago that typical circulars had ceased to pay. Answer was not necessarily "no circular at all." What we did was invent something different—a tiny 4-page folder with front and back a miniature of The Wall Street Journal's front and back pages. This we can't drop.

Q. For a long time you typed the recipient's name on your letters in RED. Why in red?

A. Regardless of color, typing in recipient's name originally paid us. But we couldn't get a good match with a black fill-in, except at high cost. So we thought to avoid the matching problem altogether by trying a contrasting color. We didn't test different colors; just red against black. Strangely enough, the red improved results. More strangely—we find now that personalization no longer pays. That's on our letters. It continues worth while on our postal cards and memo pieces.

Q. The Wall Street Journal has made comprehensive envelope tests. Is there any one best kind of envelope to use?

A. We have tested different sizes—different papers—bond, kraft, vellum

—colored stock vs white, a variety of corner cards, plain envelopes, teasers, simulated rubber-stamp impressions, wax seals, imitation registry numbers, and various indicia! We've also tested window envelopes vs full face and found no appreciable advantage in the window. What's worked best for us in recent years is an envelope with an all-over cloud effect printed in blue, and with a simulated rubber stamp design, "Air Mail Reply Requested." Main point is the looks of the mail should be altered occasionally—and often the best thing to alter is the envelope size.

Q. What class of postage do you find most effective for your mass-mail efforts?

A. Third-class brings us just as many orders a thousand pieces as first class—only they come in slower. There is an advantage for us, however, in air mail. We can use it to boost returns on good lists; thus get the volume we want cheaper than we could with third-class mail on marginal lists. Returns go up about 50%. And while costs go up \$45 a thousand or about 70%, yet if a list that pulls say 2% third-class can be made to pull 3% with air mail, the increased return is more for the money than say a 1% return from a third-class mailing at \$65 a thousand on a marginal list. Only trouble is that frequent use of air mail on the same names wears out its effectiveness. So we have to watch our step.

Q. Do the postage indicia on the envelope have any bearing on results?

A. Perhaps. Recently we tested two styles and there was a 10% difference. The winner, which is what we're using, is rather old-fashioned, imprinted by mailing machine in purple, and does not reveal the amount of postage. The other style we tested displayed 1¢. We haven't tested New York indicia against those indicating other post offices. On Coast mail we've tested corner cards, however—New York vs San Francisco. No difference.

Q. Do you have a special formula for writing copy?

A. No. Of course, we have a basic theme. We constantly test new ideas against our best previous efforts. Some are developed within our own organization and others by Dickie-Raymond, who have worked with us many years. We think it's a good idea to retain talent as we have done. It has broadened our creative base and our point of view. We are able to secure

the experience of a specialized organization that has background in our work without building up excessive internal overhead. It's interesting to note we are still using successfully a letter we created ten years ago. We give it a rest from time to time. When we bring it out anew it always stands up. It's an excellent control piece for testing new ideas.

Q. You've mentioned and I've noticed The Wall Street Journal uses postal cards. It was my impression that with a 100% increase in cost the government postal card was as dead as the dodo for mail-order purposes.

A. Quite the contrary. We are now able to use 2¢ government postal cards successfully and at the same time more advantageously than a similar card mailed third class at 11½¢. On government postal cards at 2¢ each we get stock, one printing impression, and first-class treatment which saves the cost of zoning. Actually, we could save about \$1.10 a thousand by producing our own cards and mailing them third-class, but our tests show the saving doesn't pay.

Q. How can you tell your message on a postal card?

A. Over the years with extensive and persistent space advertising, in addition to direct mail, The Wall Street Journal has built up a backlog of acceptance. Also a lot of buying is done on impulse. (I learned that in department store work.) A postal card is a fast little reminder and "merchandise." It gets its story across quickly. The man who has thought of trying The Wall Street Journal for a long time, can say "OK" and it's done.

Q. It's a theory in mail-order that everything possible must be done to overcome inertia. For that reason, it's a "must" to supply order forms and postpaid reply devices. On the other hand, a postal card requires that the recipient find an envelope, address it, and supply a stamp. Don't you agree you're making it hard for the recipient to subscribe?

A. I agree with your theory, of course. But the answer is no—because most of our postal cards go to executives and professional men at their offices. They don't have to look around for an envelope or a stamp, and they usually have secretaries. All they have to do is say, "Miss Jones,

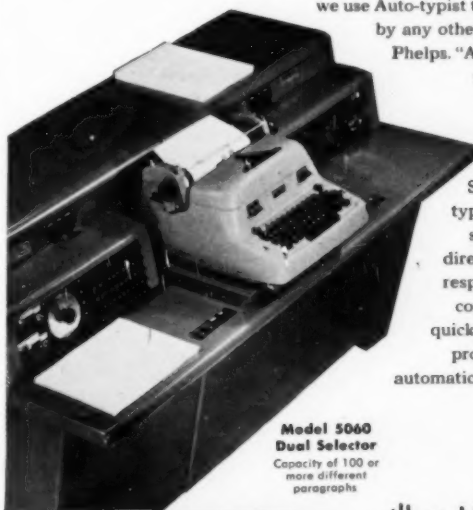
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get me this." Stationery and stamps, and Miss Jones, are all conveniently at hand for the return of our postal card.

Q. Do the postal cards cut down the percentage of remittances with orders?

A. No. About 80% of the returns are cash with order—same as from letters. This is encouraged by our offer of 10 days more for cash with order, on our standard three-months' trial subscription.

Q. What is the best time for The Wall Street Journal to mail?

A. Usually, we get our best results in the period from November through February. But this year, January was only so-so; March was marvelous; August, excellent. Because we plan a year's direct mail in advance, our weekly mailings are pretty much routine. Hence there's free time to think about the future and deal promptly with the unexpected. True, we have plenty of spot decisions to make; we may even change the plan. But having it, and having a good organization to execute it, enables us to spend more time on new ideas and on study of our markets and operations. Mailing all the time as we do, we can test constantly and take advantage of our findings quickly.

Q. Do you find that it is better to mail on any one day of the week in preference to mailing indiscriminately?

A. Delivery of third-class mail these days seems somewhat unpredictable. Even so, I think trying for delivery on favorable days of the week is better than not trying at all. What have we to lose! We time the deposit of our mail, to the best of our ability, to avoid delivery on Saturday, Monday, or the day after a holiday. Our mail for the West Coast goes to the post office Thursday night; other states, Monday morning.

Q. Does the income tax period in March affect results?

A. Not any more. I can say that emphatically. March, in fact, is a very good month for us—and getting better.

Q. How often can you mail to the same list with the same copy?

A. Perhaps a classic example is our mailing experience on BARRON'S WEEKLY. We have used exactly the same letter, without a rest, on the

same lists for the last two and a half years—on some lists as often as three times a year. So people on some of these lists have received the same letter from Barron's at least eight times within two and a half years. And when you consider the duplication of names in lists of similar character, persons presumed to be interested in investment information, I would say no small number must have received this identical letter from us forty or fifty times. But here's the amazing thing: Some of the lists are pulling better now than they did two and a half years ago. Although we are constantly testing, we can't find a new piece of copy that will pull as well as this letter. I would like to give it a rest and try something different for a while.

Q. Can you use compiled lists for The Wall Street Journal?

A. Generally speaking, compiled names are inferior to those who have responded to mail offers or an advertising space offer. But the trouble is you can't get enough of the right kind of mail-order names.

Q. In the use of compiled names, is it preferable to address to a title or to an individual?

A. Because our need for names is so great, we are constantly experimenting with compilations. Many do not include names of individuals. We also find in addressing to individuals, there's some waste because individuals change jobs, get promoted, or drop out of the picture. The function's always there. By addressing to a title or function, we should get greater delivery of our mail—and perhaps greater acceptance for it. If a mailing piece is addressed to a person and it looks like advertising, he may not pay much attention to it, especially if he's busy. On the other hand, if it is addressed to a title, say "Sales Manager", and it looks like advertising—the man who receives it will pick it up as something that may have value to him in his job, or may have been sent to him because he's a sales manager. Hence he may give it more attention. In any event, the thing that counts is the response, and we find we can use certain lists to advantage by addressing to titles.

Q. One of the bug-a-boos of mass mailing, is the high percentage of duplication between your own names and between the vari-

ous lists rented. How do you handle this problem?

A. Duplication, I think, is really offensive only when it's simultaneous — when two or more identical mailing pieces reach somebody in the same day's mail. It doesn't seem so objectionable when the duplicates are received at varying intervals. If a man's name is on more than one list, he's likely a more important or more responsive prospect than the others; that's how his name got on more than one list in the first place. There must be something to this theory, because after we check lists against each other for duplication, we use the duplicates a few weeks later. Almost invariably, they respond better than the lists in which their names appeared. We recover our actual cost of checking out duplicates when duplication hits 15% of total names checked. If under 15%, we still think it pays. We don't have to check all lists, by any means. We can avoid a lot of checking by scheduling lists carefully, by staggering our mailings and by mailing different copy on lists we use at the same time and which we judge likely to duplicate each other materially. We also check prospect lists against our subscriber names and pull them out of the prospect lists. If the percentage of such duplication is very small, we make a note of it and don't check that list against subscriber names next time. When an outside rented list contains a heavy percentage of our subscriber names — we like it. The higher the percentage of subscriber names in a list, the better the rest of the list will usually pull for us.

Q. You believe in scientific testing, Les. Can you tell me more about your methods?

A. I don't know how "scientific" our methods are, Lew. But in a "Sales Management" piece two years ago, I covered testing. Our thoughts on it are still the same. Here they are:

"Direct-mail test results contain more or less an element of accident or chance, which is necessarily much greater than that in well-conducted opinion or preference surveys. First, the 'universe' is different. By 'universe' is meant the body of people to be sampled or tested. In the opinion or preference survey the people are voters, home owners, housewives, car buyers, etc., as the case may be. But in a mail-order test the universe is a list, and we cannot know how many of the

people in it are actually our prospects. Second, the returns from a mail-order effort are generally far smaller than the response in an opinion or preference survey, whether made by personal interview or by mail. Accordingly, the element of chance is greater.

"In this light, it would be obviously ridiculous to say, 'Pink envelopes are better than blue, because I took a list of 25,000 names and tested 4,000, sending pink to 2,000 and blue to 2,000 — and I got 20 orders on the pink, but only 17 on the blue.' In fact, a few months ago we split each of five lists, 8,000 to 28,000 names, into two sections that were alphabetically and geographically identical. To the two sections of each list we mailed the same piece at the same time; the only difference was the identifying key on the order form. But the pull was not the same, except in the case of one list. It varied as much as 78%.

"So you might well ask 'What's the good of tests?' I would answer — and, I believe, reliably — that despite the large element of chance, our testing saves us many thousands of dollars a year. Chance, or what you have called 'margin of error', can be quite narrow if the test sample is large enough.

"Take this, for example: According to the tables of Professor Theodore H. Brown of Harvard Graduate School of Business Administration, the error in a 2% return on a test sample of 64,000 names out of a list of 100,000, will be within 5% plus or minus, 99 times out of 100. Ordinarily, it would not be practical, it would be too costly, for us to use such a large test sample.

"It isn't necessary, except very rarely, for us to have the guidance of test results with such a narrow margin of errors 5% plus or minus, 99 times out of 100. For most of our tests, an error not exceeding 20% plus or minus, 9 times out of 10, in a 2% return, is not too great. This would call for a random sample of only 3,200 names out of a list of 100,000. If the expected return is 1%, the sample would be 6,300 out of 100,000, margin of error remaining the same.

"We usually re-test for confirmation. When we are not pretty sure of our test results, we re-test several times. Occasionally we take a larger sample to reduce margin of error; that is, we do so if the circumstances demand it and if we've had the encouragement of previously favorable test indications."

"TIME FOR A CHANGE"?



We couldn't tell you the presidential preference of most of our clients. But, at one time or other, they all agreed it was "time for a change" in their creative, direct mail planning when they elected us to do it for them.

Maybe you, too, have concluded that the fresh viewpoint and proven techniques of experienced, professional specialists might get more people to "vote your ticket."

It's easy to assess our qualifications for creating persuasive, dynamic copy and format. Phone or write for a **FREE** portfolio of examples of our work for companies, large and small, who have profited from the change to . . .



PHILIP J. WALLACH COMPANY

Direct Advertising • Sales Promotion

220 Fifth Ave., New York 1 • MU 9-6122

Member: DMAA • Associated 3rd Class Mail Users

MAKE 'EM LAUGH!

Friendly prospects buy quicker. Make yours laugh with the "Let's Have Better Motives" monthly mailings. Unusual — effective — economical — exclusive. Write for details on your business letterhead.

FREDERICK E. GYMER

2125 E. 9th St. Cleveland 15, Ohio

FOUR PAGES OF IDEAS

Did you miss them in the last issue starting on page 35 . . . The September issue? If you did miss them (and we can't imagine how anyone could), but if you did, then you're missing a good bet for PUNCH and EYE-APPEAL in your Direct Mail Programs.

We'd be happy to add YOU to our growing list of customers who are using the ideas presented in our September 4-page spread. Send for sample portfolio of Illustrated Bulletins and Flash Cards today.

BEL-THOMAS PRINTING CO.

DIRECT MAIL and

SALES PROMOTION AIDS

223 Irving Ave. • Brooklyn 37, N. Y.
Glenmore 6-1246

"ADAGE MAILERS" PAY!



New! Effective! Low Cost!

FREE samples and prices

New you can make monthly contact with all your customers and prospects for a few cents each. Postal card size ADAGE MAILERS get aid under glass tops of desks and hung on office walls, sell you and your product every day of the year.

ADAGE CO., HOWELL, MICH.

Let's swap ideas

Match your advertising ideas with these—
and win a \$50 Bond!

Pinholes trace source of unsigned questionnaires!

In order to increase the number of replies to a questionnaire or survey and get more honest opinions, it is common practice to eliminate the need for signatures. However, if the names of respondents would be helpful in interpreting your returns, try this ingenious system of pinholes. Somewhere on the answer sheet, run three or four lines of dots or periods, perhaps in a section titled "Remarks." Give each name on the mailing list a number, then make pinholes within the dots so as to accurately identify the questionnaire. For example, number 538 would have pinholes in the fifth dot, top line . . . third dot, middle line . . . and eighth dot, bottom line. Thus, when the questionnaire is returned, you simply locate the pinholes to determine the number, then look up the name registered after that number! Note: kiss impressions should be used in preparing forms.

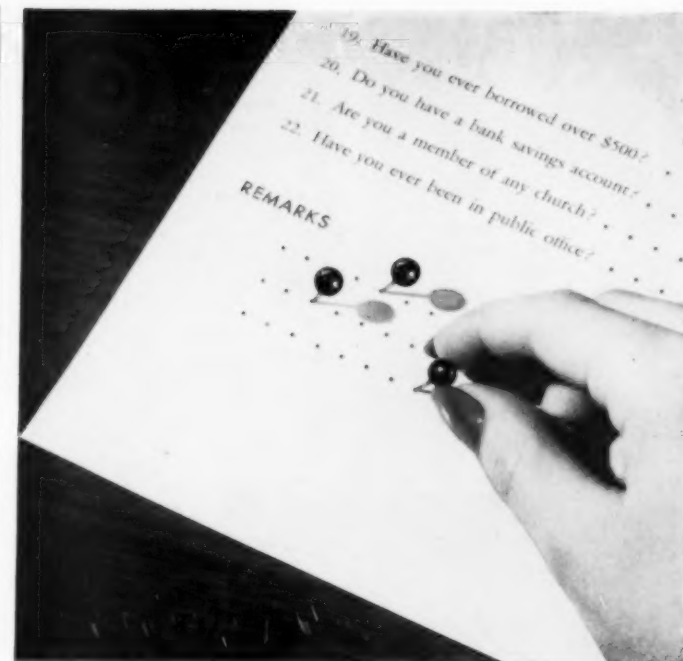
Charles P. Fitz-Patrick, 1007 N. 64th St., Philadelphia, Pennsylvania

Want more bounce in your printing?

Try Kimberly-Clark enamels and coated papers! They're packed with pep—full of fire—made especially to give each printing job a bright new person-



ality! Colors that snap, sing, sparkle—blacks that bristle with deep, rich beauty—it's all *standard* when you print on Kimberly-Clark quality papers. And you won't pay a premium for old-fashioned papermaking methods. The modern, one-step process at Kimberly-Clark gives you a far better sheet at far, far less cost. Ask about Kimberly-Clark papers today—there's one for every printing need.



Supplies salesmen with hot-off-the press case histories

As manufacturers of high pressure steam cleaners, our client provides application information to jobbers and prospects in many widely differing fields. Naturally, it would be far too expensive and time consuming to produce a new folder or even a revision of an existing folder every time the sales force uncovers additional data. To solve the problem, we suggested blank data sheets with a standard masthead. As specific studies are received, they are multilithed on these forms and released immediately. This keeps fresh information in the salesmen's hands so that they can assemble case histories pertinent to any prospect's individual problem. Also, inquiries can be answered immediately with up-to-date information.

George C. McNatt,
George C. McNatt Advertising, Oakland, Cal.

Calendar helps keep stock up to date

Through a simple revision of their calendars, manufacturers can increase sales and provide a service to their retail and wholesale outlets as well. Add, under the day, date and month, a checklist of several

items your company sells—adjusted of course, for each particular outlet. Then as clerks or purchasing agents turn the page in the morning, they'll be reminded of the items that should be checked and re-ordered if necessary. Each month (or week) should cover all of the manufacturers' items, so that within the given period of time, a complete inventory will have been made.

Fred Lettino, 45-15 Broadway,
Astoria, Long Island, New York

Do you have an idea to swap? Tell it to Kimberly-Clark!

All items become the property of Kimberly-Clark. For each published item, a \$50 Defense Bond will be awarded to the sender. In case of duplicate contributions, only the first received will be eligible for an award. Address Idea Exchange Panel, Room 249, Kimberly-Clark Corp., Neenah, Wis.



Products of
Kimberly-Clark

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The Washington Convention Report

By Henry Hoke



The Shoreham Hotel in Washington, D. C. . . . one of the best layouts we've ever seen for a convention.

Washington is beautiful . . . especially in October. The Shoreham Hotel is beautiful . . . one of the best layouts I've ever seen for a convention. Spacious rooms . . . smooth service . . . picturesque gardens surrounded by wooded slopes of Rock Creek Park.

This Reporter, with Kitty and Pete, moved into 600G on Saturday, October 4th. Seems a long time ago . . . but this is being written just a short week later in the same spot. The crowds are gone, the flowers faded, the show is over. What happened? What was accomplished? Was the effort worth while? These are the questions of the morning-after blues.

Without any doubt . . . these were the most successful conventions in recent years for both the MASA and the DMAA. Both drew large and enthusiastic crowds. 373 men and women from all over the USA and Canada flocked to the sessions of the Mail Advertising Service Association. As previously reported, the meetings are strictly for producer and creator members. So no reporting of speeches here. It was nearly a speakerless convention. Only one formal talk at opening luncheon with dynamic Jennings Randolph of Capital Air Lines. All the rest were panel discussions . . . handled smoothly . . . with expert advice.

These MASA folks have grown in stature. They are helping to make direct mail better. I particularly enjoyed the session where four of the boys let down their hair and gave some inside secrets on handling clients. Would make a good book.

The parties, as usual, were super duper. Dial Elkins and his Washington committee went all out to provide

the best entertainment for recreation hours.

John Yeck of Yeck & Yeck, Dayton, Ohio (well known to Reporter readers) was elected president for the following year. A stem-winder. Other officers: Paul Krupp, Advertisers Mailing Service, Los Angeles was elected first vice-president. Robert S. Crawford, Crawford Letter Company, Akron, O., was elected Eastern vice-president and Mrs. Winifred M. Morrow, Business Letter Service, Toronto, was re-elected Canadian vice-president. W. A. Youngstrom of Acme Advertising Company, Omaha, was re-elected treasurer and Jeannette Robinson, Detroit, was re-appointed executive secretary.

Mary Ellen Clancy of Mary Ellen Clancy Co., New York; Donald Hacker of Lettercraft Co., Detroit; and Lewis L. Fink, Lewis Letter Service, Baltimore, were elected to the board of directors, replacing John J. Patafio, New York; Opal Roberts, Shreveport; and Huntley Geddes, R. L. Polk & Co., Detroit.

We can't list all the winners of special awards for excellence in specialized production and creation. You'll hear about them from MASA or local sources. The Miles Kimball award for distinguished service to direct mail was presented to Edward N. Mayer Jr. of James Gray, Inc. New York. The convention ended on Tuesday, October 7. As the exhibit booths were torn down, the DMAA crowd started arriving.

THE DMAA

The count at the registration desk on second day was 821 full-time delegates, but there must have been more

for the special events. Table and seating arrangements had to be continually enlarged. Steering Committee Chairman Boyce Morgan and all his helpers deserve unstinted praise for the way they ran the show. It's a darn hard job. The only confusion we saw was . . . difficulty experienced by delegates in finding meeting rooms. Hotel so large and rambling. Needed more signs and direction arrows.

The hullabaloo started with Awards Breakfast on October 8 (reported elsewhere). About 75 local leaders met to map out plans for local direct mail days. You'll hear more about that later. Postmaster General Donaldson did a really fine job as the opening luncheon speaker. He naturally resents some of the criticisms of the Department and went to great pains to present his side of the story in his first appearance before a direct mail crowd. He particularly emphasized his denial that he had labeled third class as "junk mail." He, too, wants subsidy mail and government mail set apart on the postal budget so that commercial users won't be blamed for so big a deficit. Parts of his talk will have to be covered in later issues.

It was the general consensus of opinion that Leonard Raymond's panel on Wednesday afternoon was one of, if not *the*, best session ever held by DMAA. We have room here for only the opening talk by Elon Borton (see page 17). Paul Babson, Charlotte Montgomery and Garrit Lydecker were wonderful and you'll hear about them later . . . or in DMAA releases.

The annual business meeting is difficult to report. There was quite a bit of bitterness over the future di-



John Yeck (left) Yeck & Yeck, Dayton Ohio, is MASA's new president. Howard S. Mark (right) Advertising Manager of Robert Simpson Company, Toronto, is new DMAA Canadian Vice-President.

rection of the Association. Some wanted to go one way... others another. The meeting got involved in parliamentary technicalities which for a time threatened to stymie all action unless the discussions could be continued till convention end. At any rate, these decisions were made:

1. The retiring president automatically becomes a member of the Board even though his term has expired (no fight over that since it's logical).

2. The exact dollar amount of dues was taken out of constitution and substituted with a provision that the Board could fix future dues, which then must be approved by a majority of members voting at annual business meeting or by mail. Some people thought there was a hidden joker... but it was a sincere effort to strengthen the Association.

3. The members refused (by a jumbled, confused, nearly tie, three-time vote) to approve the dues' increase recommended by a special president's committee. Everybody seemed to be agreed that dues should be increased... but many members believed that "the package" should be improved first under a different and more colorful operation. And that is the purpose of the newly constituted Board.

DMAA Board of Directors

Six new people were elected to the Board. Their pictures are shown below. It might be a good idea (for the records) to explain the DMAA Board setup.

About three years ago, the constitution was changed to increase membership on the Board, and plans were laid then to work things out so that one-third of the Board would be replaced yearly. That was the reason for electing various people to one,

two or three-year terms at past conventions. The three groups are now completed and the setup is as follows. Harry Porter, chairman of Nominating Committee and members Les Davis and George Staudt, were largely responsible for working things out in a skillful manner. Giving better geographical representation.

To serve for three years: May Vander Pyl of Detroit (New Secretary); Ray Strawbridge of Boston, Lawrence Chait of New York, (New Vice-President) Herb Buhrow of New York, (New Treasurer) J. S. Roberts of Atlanta. To serve two more years: Ralph Curtis of Tulsa, Walter Berkowitz of Kansas City, Charles Downs of Chicago, Frank Gerhart of Elizabeth, N. J., Bayard McCoy of Rochester. To serve one more year: Lester Suhler, Des Moines, (President) Roger Clapp of Fitchburg, Mass., Arthur Wetzel of Milwaukee, Roland Withers of Detroit and John Yeck of Dayton, Ohio.

In addition to these three groups of five each, the Canadian members and the West Coast members (11 states) select their own representative on the Board. Those elected by caucus to serve the 1952-1953 term are: Milton Bell of Portland, Oregon for the West Coast; Howard Mark, advertising manager of Robert Simpson Co., Toronto becomes the new Canadian vice-president succeeding retiring president Harry Woodley, who will continue on Board for another year.

The annual get-acquainted evening party was so jammed... this reporter retreated early to 600G to welcome all guests. Seemed like the whole convention landed there eventually. And such hours!

The "Circles of Information" on Thursday morning supervised by Helen Tarbox, was conceded to be the "best yet." Impossible to report. Twenty-four tables surrounded by eager people asking questions and getting answers on the details of things connected with direct mail. A logical setup. No wonder the idea is being copied by many associations.

The open lunch period provided time for special get-togethers. Too many to cover. The Associated Third Class Mail Users heard Congressman Robert J. Corbett of Pittsburgh and elected Paul Bringe of Milwaukee Dustless Brush Co., Milwaukee as

president. This reporter attended the luncheon arranged by the Treasury Department for Earle Buckley's Direct Mail Task Force. These are the fellows who have been writing letters to sell bonds. It's a little too early to reveal details, but one of these days we will give you a success story which will be an eye-opener. Statistics showing high readership and amazingly low sales cost (less than 1%). The afternoon concurrent mail order and direct advertising panels headed by Whitt Schultz and Frank Gerhart were well attended and lively. Will be briefed and released later either here or in DMAA Bulletin.

Incidentally, we should report here that for the first time in DMAA history... all speaking sessions were tape recorded and it is possible to get records of most of the talks for local duplication. The work was handled by the famous Leo Orso of Associated Recording Services, P. O. Box 1743, Washington 13, D. C. who is known for his editing of CBS's "I Can Hear It Now." Leo Orso has done similar jobs for some of the largest associations in the country. The DMAA documentary will feature all the highlights of the convention, tied together with narration. You can get either 33-1/3 or 78 rpm recordings. Shipment will be possible about three weeks after convention closed. Long playing (33-1/3 rpm) cost \$4.50 per set; old style (78 rpm) cost \$6.50 per set. Anyone desiring a complete recording of any one speech may ask for a quotation. This reporter has ordered a set... and will enjoy listening to some of the things we missed during all of the hullabaloo.

The second night at a DMAA convention is getting to be a headache. Bigger and bigger each year. Many of the exhibitors stage cocktail parties. Jammed to the gills. Lots of fun... hard on the constitution if you try to cover all of them. But they are ice-breaking affairs. Many friendships developed. Sometimes you get more out of a casual personal contact than from the speeches and panels.

May VanderPyl

Ralph Curtis

Larry Chait

Herb Buhrow

Ray Strawbridge

Jess Roberts



The annual banquet needs no reporting. The Washington crowd completely fulfilled all advance promises. Wonderful as Washington.

A word or two of praise here for Mrs. Jane Daniels and her helpers who entertained visiting wives. Never before have I heard so much complimentary corridor conversation. Mrs. Truman received 150 DMAA wives at the White House for tea on Thursday. Even the returning Republicans were starry-eyed. Then there were bus rides, fashion shows and what-not. "Best ever," again.

Andy Gould's Friday morning experiment was a knockout. The darndest looking room. Completely divided with pipe racks and curtains into 24 stalls. Inside each, counselors answering questions pertaining to a particular line of business. Some were crowded out into the aisles, others only partly filled... depending on number of delegates from the field. A remarkable but simple idea. Will probably be copied as widely as Circles of Information. If anyone left this DMAA convention without getting his or her money's worth... they are incurable introverts.

The closing luncheon was an appropriate inspirational windup. Frank Lovejoy of Socony-Vacuum Oil Co. is always a joy to hear. I've heard him often... and he always seems to get better. His story of the doctor who charged a critically ill businessman \$10,000 in advance for a positive cure brings down the house. The only cure... to say "I don't give a damn" when worry interfered. When the patient complained about being forced to pay ten grand, the doctor said he had already paid it. The patient replied, "I don't give a damn." The doctor told him, "You are half cured already."

Stuart Armstrong wound up the convention with a well handled panel for "small business." As the final session commenced, the exhibitors began packing their displays. Crates started rolling. We said farewell and thanks to Marijabelle Young who brought both glamor and brains to the Reporter booth. She, too, was the "best yet." Pete was lucky to find her. She is president of Shy, Inc., an organization of models which is trying to add brains and dignity to the profession. She has had widespread publicity because of a battle with the Treasury Department over her claim for "depreciation" of the body... the model's only asset.

The last minute good-byes. Long



Direct Mail Task Force meeting with Treasury Department officials. Host: Assistant Secretary of the Treasury, Andrew N. Overby.

lines at the cashier's window. Startled or relieved glances at the total on the bill. Anything can happen at a convention... and usually does. A few die-hards decide to stay over for the week-end... but the lobby and the hallways suddenly become quiet and faceless.

Up in 600G I walked out on the balcony with an old friend who shall remain nameless here. He, too, has fought for better direct mail... for a stronger, more alive Association. The setting sun was shining on the gardens and the hillsides of Rock Creek Park. "You know, Henry," he said, "last Saturday when we moved in here those trees were all green. In one short week, while we've been working and playing inside, old mother nature has started to change them into yellows, reds and browns. Isn't it beautiful? Isn't it colorful?"

And I agreed. There had been a change. Then he continued. "It may sound corny, but something important happened to the DMAA this week. Just like those trees. We had to go through a bit of stormy weather with the arguments over future policy... but the final result has made the Association more colorful. Representation is well distributed over the country. Able people who are anxious to work and give sincere counsel. Not one color... but many. Les Suhler from

Des Moines held his first board meeting on Thursday afternoon. A hard-boiled session. Before the meeting broke up, he had appointed chairmen for every committee. Funds were voted for those activities which had to start immediately. An executive committee was set up to act between board meetings. Board meetings will be held at various spots throughout the country... not just in New York. Irv Silverman of Esquire will tackle the membership drive; Herb Buhrow will launch his program for direct mail education. Lew Kleid will undertake a continuing research. The bulletin will be changed from a cumbersome monthly to a twice-a-month lively and informative Newsletter. Other changes, more colorful, are in the works."

We left the balcony and prepared for the first full night's sleep in a week. On this morning after I feel more encouraged than ever about the future of direct mail. It needs a strong, active association... just as Elon Borton said last Wednesday.

The conventions provided a glamorous, colorful setting for the changes. The new officers and the Board are headed in the right direction. Call downstairs for the car. Let's head back to Garden City and a year of looking forward to meeting all these fine folks again in Detroit.

from left — Postmaster General Jesse Donaldson defends his Department and tells about its problems. A gracious fellow with a trying job and too many bosses. Leo Orso took sound recordings of all sessions. Will make documentary records for local use. Pete Hoke (Henry, Jr.) and Marijabelle Young make a hot pitch on a Convention special of Reporter booklets.




Meehan·Tooker lithographing know-how
helps N. B. C. promote radio's E. S. P.*
· · · · Both win D. M. A. A. best of
industry awards.



*Extra Sales Power

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160 Varick Street • New York 13, N. Y.



1952

BEST OF INDUSTRY AWARD WINNERS

NATIONAL BROADCASTING COMPANY TAKES THE DMAA GRAND AWARD

The winners of "Best of Industry" awards met for breakfast on opening day of DMAA Convention (October 8th). Chairman of Board of Judges, Roger Barton of American Printer presided. Certificates were presented by charming Dorothy Collins, familiar on Lucky Strike TV programs.

On page 37 is pre-convention picture of judges at work.

The Grand Award this year for "Best of all Industry" went to National Broadcasting Company, Inc. for its promotion of Television time.

Winning campaigns were selected in 52 commercial and industrial classifications, together with 7 selected as winners in the "special low cost campaign" category and 7 named as worthy of "special outstanding campaigns awards."

Indexed below is a list of all winners: classification, name and address of company and person responsible for campaign. Impossible to list all credits for artwork, designing and printing. Those can be discovered by inspecting the individual portfolios.

Agricultural Machinery and Supplies—Advance Seed Company, 310 S. 24th Avenue, Phoenix, Arizona. Frank Mangelsdorf, Advertising Director.

Building Materials—The Celotex Corporation, 120 S. La Salle Street, Chicago 3, Illinois. Gates Ferguson, Advertising Manager.

Business Services—Advertising Agency and Art—Empire State Craftsmen, Inc., 115 East 23rd Street, New York 10, New York. Harry Gloates, Vice President.

Business Services—Catalogs—Popular Club Plan, Lynbrook, New York. Arthur Cinader, President.

LIST OF WINNERS BY CLASSIFICATION

Business Services—Financial and Technical—Dun and Bradstreet, Inc., 99 Church Street, New York 8, N.Y. A. M. Sullivan, Advertising Manager.

Business Services—Miscellaneous—The Kowneer Company, 1105 North Front Street, Niles, Michigan. R. A. Dodge, Advertising Manager.

Consumer Products—Miscellaneous—Sonotone Corporation, Elmsford, New York. Leonard J. Kane, Asst. Advertising Director.

Educational and Educational Institutions—Ulrica College of Syracuse University, 520 Plant Street, Ulrica, New York. Harold F. Hale, Jr., Director of Public Relations.

Electrical Equipment—Sylvania Electric Products, Inc., 1740 Broadway, New York 19, New York. Terry P. Cunningham, Director of Advertising.

Electronics—General Electric, Commercial and Government, Equipment Department, Electronics Division, Electronics Park, Syracuse, New York. Roy Jordan, Manager, Advertising and Sales Production.

Envelope Manufacturers—The Standard Envelope Manufacturing Company, 1600 East 30th Street, Cleveland 14, Ohio. Richard J. Walsh, Advertising Manager.

Financial Institutions—Southland Federal Savings and Loan Assoc., 9412 Wilshire Blvd., Beverly Hills, Calif. Leonard Marshall, Assistant Secretary.

Food Products—Foote and Jenks, 251 W. Euclid, Jackson, Michigan. L. Z. Mathany, Advertising Manager.

Fund Raising—National Wildlife Federation, 3308-14th Street N.W., Washington 10, D.C. L. F. Wood, Secretary & Business Manager.

Furniture, Fixtures and Floor Covering—A. & M. Karagheusian, Inc., 295 Fifth Avenue, New York 16, New York. Charles B. Konseman, Director of Advertising and Public Relations.

Heating, Ventilating and Refrigeration—James and Roach, Inc., 282 Milwaukee E., Detroit 2, Michigan. Dalton P. Fox, Sales Promotion Manager.

Home Appliances—The Detroit Edison Co., 2000 Second Avenue, Detroit 26, Michigan. Paul Penfield, Supervisor of Advertising.

Hotels, Resorts and Travel—Greater Vermont Assn. Pavilion Hotel, Montpelier, Vermont. Elizabeth Shoemaker, Manager.

Industrial and Institutional Supplies—Remington Rand, Inc., 315 Fourth Avenue, New York, New York. C. R. Pope, Manager.

Industrial Machinery and Tools—Accessory Equipment—Minneapolis-Honeywell Regulator Company, 2753 Fourth Ave., South Minneapolis 8, Minnesota. J. A. Young, Merchandising Manager.

Industrial Machinery and Tools—Heavy Equipment—R. G. Le Tourneau Inc., Peoria 3, Illinois. Joseph H. Serkovich, Advertising Manager.

Industrial Machinery and Tools—Supplies—Behr-Manning Corporation, P.O. Drawer 808, Troy, New York. H. W. Seifert, Advertising Manager.

Insurance—Fire and Casualty—Hardware Mutuals, Stevens Point, Wisconsin. John A. Toepel, Advertising Specialist.

Insurance—Life and Health—The Mutual Life Ins. Co. of New York, 1740 Broadway, New York 19, New York. Robert J. Walker, Supervisor of Field Serv.

Lettershops and Direct Mail Agencies—Hub Mail Advertising Service Inc., 79 Cambridge Street, Boston 14, Massachusetts. Walter S. Bernheimer, Sales Manager.

Metals and Alloys—Reynolds Metals Company, 2500 So. 3rd Street, Louisville 1, Kentucky. G. W. Birdsall, Dir. Editorial Service.

Paints—The Lowe Bros. Co. Ltd., 263 Sorauren Avenue, Toronto, Ontario, Canada. W. I. Twilley, Advertising Manager.

Paper Manufacturers—The Mead Corporation, Advertising Department, 819 Public Ledger Bldg., Philadelphia 6, Penna. F. J. Clifford, Advertising Production Manager.

Paper Specialties—Dannison Manufacturing Company, 300 Howard Street, Framingham, Mass. P. A. Schneider, Editor.

(Continued on Page 37)

the RIGHT TOUCH

helped the National Broadcasting Company this year take three of DMAA's 1952 Best of Industry Awards. NBC Radio won the award for the best campaign in the Radio Classification. NBC (TV) won in Television and then, NBC's Television campaign won the highest honor . . . The Grand Award. It was chosen the best of all other 52 Best of Industry winners.

We are proud to have had a part in helping to make the campaigns tops in their fields. The examples shown here had their covers silk screened . . . from two to nine colors. They also illustrate how well silk screening can be used in combination with other printing processes.

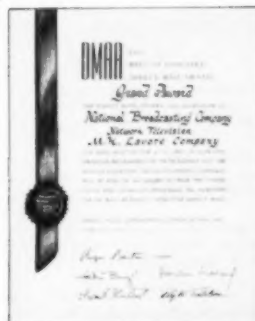
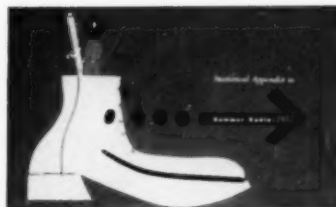
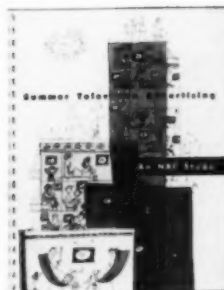
Silk screening adds a mark of distinction to unusual promotions. Let us see a dummy of your next effort. We can suggest dramatic treatment for surprisingly little cost. If you'd like to see samples of silk screened direct mail,

call

Walker 5-8590 or write . . .

M. H. LAVORE CO.

102 Wooster Street, New York



Petroleum Products—Esso Standard Oil Co., 15 West 51st Street, New York 19, New York. R. M. Gray, Advertising Manager.

Pharmaceuticals—Hoffman-La Roche Inc., Kingsland Road, Nutley, New Jersey. Ira Contant, Advertising Manager.

Pharmaceutical—Export—Abbott Laboratories, International Company, 1001 Merchandise Mart Plaza, Chicago, Illinois. Thomas S. Bird, Advertising Manager.

Photographic and Radio Equipment—General Electric Company, 1 River Road, Schenectady, New York. Frank B. Muller, Account Supervisor.

Plastics—Rohm and Haas Company, Washington Square, Philadelphia 5, Penna. Colin C. Campbell, Advertising Manager.

Printers—McCormick—Armstrong Company, 1501 East Douglas, Wichita 1, Kansas. W. J. Van Wormer, Jr., Vice President—Art Director.

Printers' Specialties—The Reynolds & Reynolds Company, 800 Germantown Street, Dayton 7, Ohio. Frank F. Pfeiffer, Executive Vice President.

Public Relations—John Henry Co., 104 Depot Street, Lansing 4, Michigan. Betty Crum, Advertising Manager.

Public Utilities—New Orleans Public Serv. Inc., 317 Baronne Street, New Orleans 9, Louisiana. J. Mason Guillery, Director of Advertising.

Publishing—Books—Grosset and Dunlap, Inc., 1107 Broadway, New York 10, New York. T. C. Anderson, Advertising Director.

Publishing—Business and Trade Magazines—Business Week, 330 West 42nd Street, New York 36, New York. Walter Persson, Promotion Manager.

Publishing—Magazine Advertising Space—This Week Magazine, 420 Lexington Avenue, New York 17, New York. W. Clemens Bentley, Director, Promotions and Public Relations.

Publishing—Magazine Subscription—Meredith Publishing Co., 1716 Locust Street, Des Moines 3, Iowa. James R. Narber, Subscription Manager.

Publishing—Newspapers—Metropolitan Sunday Newspapers, Inc., 220 East 42nd Street, New York 17, New York. William McK. Spierer, Sales Promotion Manager.

Radio—Independent—Radio Station WMCA, Inc., 1557 Broadway, New York 19, New York. Wm. H. Youry II, Sales Promotion Dir.

Radio—Networks—The National Broadcasting Company, Inc., 30 Rockefeller Plaza, New York 20, New York. Jacob A. Evans, Manager of Radio and Advertising Promotion.

Rubber Products—The Goodyear Tire and Rubber Co. of Canada, Ltd., Lake Shore Road, New Toronto, Ontario, Canada. A. E. Ross, Assistant Manager, Advertising Department.

Television—National Broadcasting Company, Inc., 30 Rockefeller Plaza, New York 20, New York. James Nelson, Manager and Advertising Promotion.



The hard work of selecting the 1952 DMAA Best of Industry winners was tackled by this group. Left to right: Helen Berg, Pres. Advertising Women of N. Y.; Frank Frazier, Executive Director of DMAA; Ray Dubrowin, Associate Manager—Sales Prom., General Food Sales Corp.; Frank Gerhart, Member of DMAA Board of Directors, Reger Barton, Chairman; and Roy Tillotson, Pres. of the N. Y. Art Director's Club.

Textiles—Dominion Textile Co. Ltd., 1950 Sherbrooke Street W., Montreal, Quebec, Canada. C. John West, Advertising Manager.

Transportation Equipment and Service—Lincoln-Mercury Div. of Ford Motor Co., 6200 W. Warren, Detroit 32, Michigan. Robert F. G. Copeland, Advertising and Sales Promotion Manager.

Travel and Transportation—Passenger—Capital Airlines, Inc., National Airport, Washington 1, D.C. James W. Austin, Vice President—Traffic and Sales.

Wearing Apparel—Curlee Clothing Company, 1001 Washington Avenue, St. Louis 1, Missouri. E. B. Cress, Advertising Manager.

Wearing Apparel—Accessories—Donahue Sales Corp., 420 Lexington Avenue, New York 17, New York. R. H. Penndorf, Director of Advertising.

SPECIAL LOW COST CAMPAIGN AWARDS

A. O. Smith Corporation, 3533 No. 27th Street, Milwaukee 1, Wisconsin. J. A. Duvall, Advertising Manager.

Dennison Mfg. Co., 300 Howard Street, Framingham, Mass. M. V. Lombard, Editor "Teen Topics"

General Electric Company, Transport & Defense Adv., Schenectady 5, New York. E. E. Oliver, Manager.

Los Angeles Examiner, 1111 So. Broadway, Los Angeles, California. Chas. W. Horn, Class. Adv. Mgr. Elliott W. Wolf, Classified Promotion Mgr.

M & R Laboratories, North Cleveland Avenue, Columbus 16, Ohio. J. E. Jeffries.

Standard Tube and T. I. Limited, Given Street, Woodstock, Ontario, Canada. Charles Rogers, Advertising Manager.

Trans-Canada Air Lines, University and Dorchester Streets, Montreal, P. Q., D. C. McLaughlin.

SPECIAL OUTSTANDING CAMPAIGN AWARD

Canadian Industries Ltd., "Cellophane" Division, 460 Confederation Bldg., Montreal, Quebec. A. B. Gibbons, Advertising Manager.

Dayton Rubber Company, 2342 West Riverview, Dayton 1, Ohio. Jack Young, Advertising Director.

Lederle Laboratories Div., American Cyanamid Company, 30 Rockefeller Plaza, New York 20, New York. D. A. Bryce, Director of Advertising.

Sharp and Dohme, Inc., 640 North Broad Street, Philadelphia, Penna. Paul B. Robinson, Advertising Manager.

United States Gypsum Company, 300 West Adams Street, Chicago 6, Illinois. Graham J. Morgan, General Mds. Manager.

Walker Press Limited, 3 Yeo Street, Paris, Ontario, Canada. Mr. Marvin, Jr., President.

West Virginia Pulp and Paper Company, 230 Park Avenue, New York 17, New York. C. P. Elston, Advertising Manager.

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because I can convince them that they will benefit in buying the goods or services offered. Folks respond favorably to this kind of sales appeal. An urge to action in the closing paragraph of each letter gets results.

Write for quotation when you need:
Sales letters - Collection letters - Letters to revive inactive accounts - Holiday Greeting letters. Congratulatory letters. Benefit by my 40 years' writing experience. Reasonable fees.

EDWARD W. OSANN

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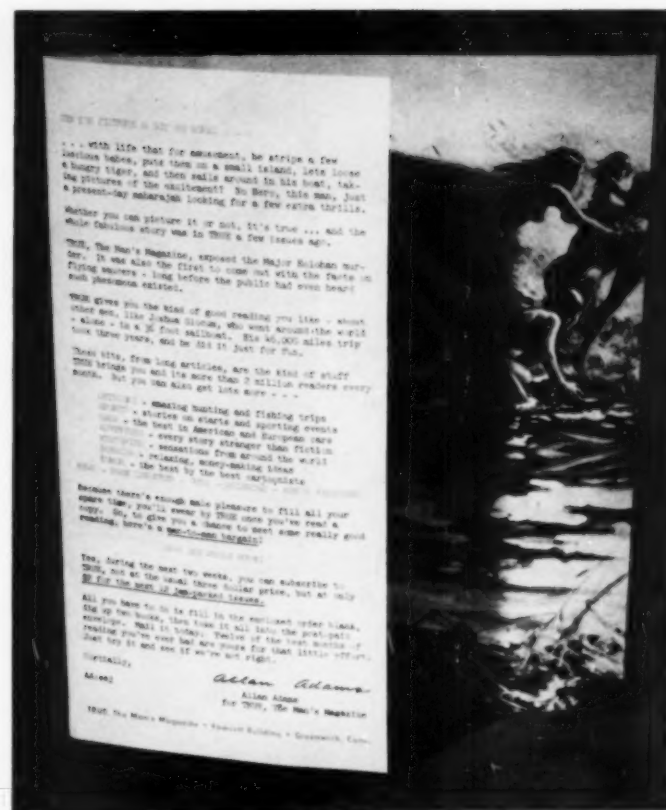
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Keyed Copy Coupon Ad Specialists—29th Year
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for admen and publishers. New plastic slide-chart gives comm. and net on any gross figure PLUS 2% cash disc. and final NET. Size 5 1/2 x 9. Invaluable tool for desk or pocket. Send \$2.50 on 10 day money-back guarantee. L. D. Blehart Company, 108 Fiske Pl., Mt. Vernon, N. Y.

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Rebuilt Multiliths & Davidsons!
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What's Wrong With Mail Order?

The September meeting (first of the season) of the New York Hundred Million Club promised to be an exciting affair, but something went haywire, including the loud-speaker system. The four panelists (all good) were a little to reluctant to take off the gloves and start slugging. The meeting was supposed to "tear apart and analyze" the current crop of outlandish mail order promotions.

About the only conclusions: Too much mail order copy looks alike,

sounds or reads alike, feels alike, et cetera. Just what *this reporter* has been moaning about for many moons. Bob Fidler of Time, Inc. thought too many of us are suffering from "inflexibility." Unable or too lazy to give our stuff different appearance, different copy and a different approach. Amen. Max Sackheim agreed that the biggest mistake in mail order is imitating ideas and formats of others. Thinks we must have more courage to do something radical. Even if we

CONSUMER LISTS FOR BEST RESULTS - PONTON - "The House of Direct Mail"

1,725,000
PROFESSIONAL PEOPLE

26,000,000
HOME MAKERS

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10,000,000
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Write Dept. "R" for FREE Catalog...

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fall down... at least gain in experience.

The experiment at 100 Million Club should be repeated... but getting away from generalities. Better put up all the current pieces and either point with alarm or pat with praise. And tell why!

While we are on the subject... at least one fellow is experimenting in making his mailing radically different. A recent piece by Stewart Jurist, subscription promotion manager of True, the Man's Magazine (Fawcett Bldg., Greenwich, Conn.) is an eye-stopper. An off-fold, four-pager with letter on front flap and a glamorous, full-color picture on spread (with only part showing when piece is unopened). Hard to visualize without having actual piece in front of you. Write to Stewart and he'll dig up a copy for you.

Let's hope it worked... and let's hope more mail order folks will dare to be different.

SMALLEST DIRECT MAIL CAMPAIGN

Rae Spencer, president of The Davis Press, Inc., 44 Portland St., Worcester 8, Mass. sent us a good story about a *most simple* direct mail effort. A friend of his has operated a wholesale lumber business... selling mostly in person direct from cars as they came through. His office was in his home. He was his own salesman, bookkeeper and what have you. Suddenly... he had a heart attack. Let Rae tell the rest of the story (from his letter).

"I cast around to see if there was any way in which I might be helpful to him. Came up with the idea that consistent mailings, using letters only, might keep him sufficiently in touch with his customers, so that the business could be carried on until such time as he could get back into his automobile again and make calls. "I wrote the first letter of March 15, 1951, and he has written all the others since. They have gone out at varying intervals, sometimes one or two in a week, sometimes with an interval of a month between—and, incidentally, *only to some thirty people*—customers and good prospects.

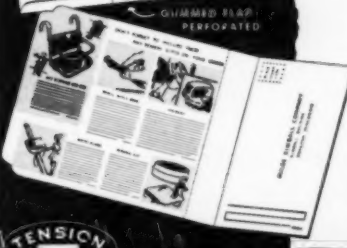
"He has found that his business has kept up in good shape, and with what work he can do on the telephone, has in the main been very satisfactory. He tells me that he never has made a mailing without getting at least one order, and of course several from other mailings. Some of his

TENSION INVENTIONS

BOOK / ELOPE



STRACK GUMMED FLAP
ALLOW FOR TRIM



TENSION
ENVELOPES

New York 36, N.Y.

TENSION ENVELOPE CORPORATION

St. Louis 10, Mo.

Minneapolis 1, Minn.

Des Moines 14, Iowa

Kansas City 8, Mo.

ENVELOPES To Save
You Labor, Speed Service,
Help Prevent Mistakes!

This is "BOUND"
To Get Results!

A Tension Envelope
Combined with Detachable
Order Blank To Bind
in Your Catalog



(You can even trim it with the pages!)

Now your order blank and return envelope can be part of your catalog! Bind them with your catalog. Trim them with your catalog. The straight edges of the "Bookvelope" guide through a stitching machine easily. The distinctive "setback" seams eliminate one thickness of paper... keep your catalogs from "bulking up." You'll discover the "Bookvelope" is easier for you to use... easier for your customers to use. They appreciate the security a fully-sealed envelope provides when sending their payment. If you sell through a catalog... you'll want to see a sample of the "Bookvelope." Write for it today!

ASK US...

WHY we continuously get letter-shop work (mail processing) from the four corners of the country, even tho' we're way down here in the hills of Tennessee. Go ahead and ask us. We'll give you a brief and very interesting answer...

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And don't forget Horan's
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Please send me (prepaid) copies of your 108 page revised book, "The Art and Technique of Photo-Engraving."

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Refreshers!

You can now obtain for training purposes
FOUR SIMPLE INEXPENSIVE booklets
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1



HOW TO THINK ABOUT DIRECT MAIL

A five section course outline giving copy and mechanical formulas for all types of direct mail.

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HOW TO THINK ABOUT PRODUCTION AND MAILING

A complete outline of eighteen trouble spots in production. How to solve them. Valuable for training production supervisors.

3



HOW TO THINK ABOUT READERSHIP OF DIRECT MAIL

Complete analysis of readership potentials and statistical results from all types of direct mail. A report to management.

4



HOW TO THINK ABOUT LETTERS

A reprint of thirteen important articles by Howard Dana Shaw. Valuable for training and "refreshing" copywriters. Price \$1.00 per copy.

All three of the above written by Henry Hoke and reprinted in full from special feature issues of The Reporter. Price of each \$1.00 per copy.

(Suitable discount for bulk orders of any or all of above)

Also available for direct mail students

"CORDIALLY YOURS"
by Jack Carr — \$5.00

DOGS THAT CLIMB TREES
by Henry Hoke — \$1.00

Send orders to

Reporter of Direct Mail Advertising
Graphic Books Division
53 Hilton Avenue
Garden City, New York

regular customers have bought more from him than usual, saying that they had time to look the letter over and consider it, when they perhaps could not have listened to the whole story in a call. Some other prospective customers have come into the fold; and all in all, it is a story of good courage and persistency in keeping the thing to be sold before the people who ought to buy it.

"This is just a little isolated case of the personalization of direct mail. The thing we tell our customers so many times is, the value you will get of direct mail will be in direct proportion to the amount of work you are willing to put into it, in the personalization of your message to the right people. The difficulty we find many times is that people are more content to shoot with a shotgun than they are to take time to sort out the most logical prospects and get the right story to them often enough.

"Direct mail is no different than personal selling. One of our salesmen can flutter around, racing over a lot of territory, making a lot of calls, without any appreciable result; but when he settles down to making calls on the best prospects every week on the same day, so that he gradually gets his story over, piece by piece, and becomes familiar to them, he soon begins to build up confidence and sales.

"Any sort of printed salesman, whether it be mailed or put into a newspaper or magazine, is in exactly the same position, and its percentage of return will rise with its centralization of effort."

Thirty prospects. Not much of a story for the Hundred Million Club. In case anyone wants to know... the wholesale lumberman's name is Daniel H. Cameron, operating as Cameron Lumber Co., Worcester 2, Mass. A heart attack taught him how to use direct mail.

RACKETS RACKETS RACKETS!

Please keep sending to this reporter all examples of direct mail which appear to be fraudulent or racketeering. New readers particularly should know that The Reporter is conscious of and fighting against rackets in the mail. The reason is simple: If the rackets get too prevalent the public will lose faith in legitimate direct mail. That's why we turn over all suspicious ma-

terial to the postal inspectors and in many cases to the Better Business Bureau.

The rackets are growing again in spite of all the efforts of the postal authorities. We have reported on numerous occasions that fraud orders have been issued against the publishers of phony local directories. We thought the situation was being licked. But the same old rackets have started up under different names and addresses. They are using practically the same old forms which look like legitimate invoices. The only difference now is that the promoters have discontinued taking clippings from the telephone books; they are now using either photostats from the telephone books or type copies. The Post Office seems reluctant to take action against this new type of handling, even though everyone concerned is fairly sure that the money paid for these listings goes down the drain. So watch your mail. Warn your accounting department, and send samples to us.

Other new rackets are flourishing. A fellow out in Loganville, Wis. is offering suckers "the opportunity of earning up to \$50 or more per each 1000" post cards typed at home. He asks the small amount of \$3 for the secret of how it is done. We are investigating.

Another outfit is offering (for \$9.95) to tell you how you can get free advertising on 400 radio stations. Those who have bought the plan find that the claims are just not so.

An outfit in Flint, Mich. is sending unordered merchandise by mail and then dunning the recipient for the selling price.

Watch out, too, for phony trade union publications which solicit you by phone or by letter for advertising in special issues which will "denounce communism." They claim to be sponsored by the American Federation of Labor, but union officials have disclaimed any connection with these publications.

Free or "premium lot" real estate operators are getting active again. They offer you a special inducement as an "advertising gesture." Submit such examples to your local Better Business Bureau.

Several not-so-ethical publications are clipping technical details from other publications and they ask recipients of their form letters for permission to run. You must wade through a lot of small type to discover that this permission will cost you real money.

A Chicago pen company is mailing

As Your Mailing List Broker

HERE'S WHAT **GEORGE R. BRYANT** WILL DO FOR YOU

- ✓ Make **custom** consumer direct mail list selections for **your** offers
- ✓ Use **mailer-owner** direct mail and mail order experience for **you**
- ✓ Give practical understanding to **your** individual problems
- ✓ Speed service for **you** from New York, Chicago or Los Angeles offices
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YOU CAN REACH US AT **GEORGE R. BRYANT COMPANY**

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LOS ANGELES . . . 122 East 7 Street, Los Angeles 14 • VAndyke 9868

Member National Council of Mailing List Brokers

Get more mileage for your client's Direct Mail Dollars —

You can cut production costs—and cut production time in your shop... giving your client more mileage for his advertising dollar... by using hard-working, lower-cost self-mailers... automatically sealed.

Only Seal-O-Matic—the completely automatic sealing machine—can give you this dependable, accurate economy. The Seal-O-Matic slashes your costs to less than 25% of hand sealing—and one operator will do the job of 15 hand-sealers. By using self mailers, you save the cost of envelopes—reduce the postage—and cut handling time and costs.

The Seal-O-Matic cuts, moistens and applies the seals automatically all in one operation—even tips in your enclosures. Handles booklets up to 1/4-inch thick—1-to-5 folds—2 inches by 4 inches up to 9 1/2 inches by 13 inches—seals flat, or over the edge.

Seal-O-Matic Machine Mfg. Co., Inc.

Automatic Sealing Service, Inc.

115 Christopher St., New York 14, N. Y.

Exclusive users and operators of the Seal-O-Matic Sealing Machine in the Metropolitan New York area.

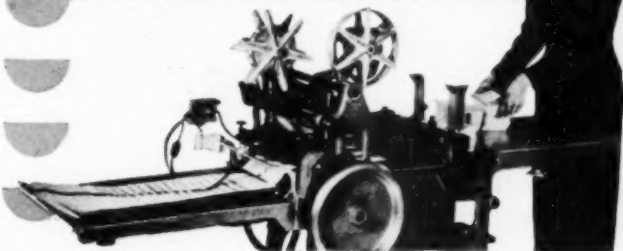
Write for our free bulletin today.

Seal-O-Matic Machine Mfg. Co., Inc.

401-C Chestnut St. S, Hackensack, N. J.

Please send your free bulletin on Automatic Sealing of self mailers to speed up production—and cut down costs.

Name _____
Company _____
Address _____
City _____ State _____



its product to individuals with a note requesting payment of \$1.50 or return of the pen. This is unethical selling and there is no obligation on the part of the recipient to pay for or return the product.

Several charities are still sending unordered merchandise in spite of all the negative publicity against the idea. One charity in Brooklyn, N. Y. sends a package containing twelve pencils and puts the burden of paying for or disposing of the contents of a bulky envelope on the conscience of the recipient.

Sometimes *this reporter* gets criticized for criticizing these question-

able tactics. In our August issue, for example, we criticized the questionable mailings of the National Kids' Day Foundation of Hollywood, Calif. (They send personalized gold stamped fountain pens and ask for a payment plus contribution.) Much information has reached us to prove that the NKDF is a worthy enterprise sponsored by Kiwanis International, with over 3400 Kiwanis Clubs working in its behalf. As a former Kiwanian, *this reporter* does not have to be told that Kiwanis is a fine organization. We believe that the purposes of the NKDF are sound and sincere, but that just makes the situation worse. Why should

a reputable organization, sponsoring a legitimate cause, stoop to irritating and unethical methods of raising funds by mail? We would like to know how much of the money collected actually goes to the charity involved; how much goes to the manufacturer of the fountain pen and the promoters of the mass mailings?

We will not stop our criticism of and our campaign against the irresponsible users of the mail. We know from long experience that this type of mailing irritates the "public" and thus hurts all the legitimate users of the mail.

THE GRACIOUS ART OF LETTER WRITING

Read this essay on letter writing. It was written many long years ago by Capt. Will Judy as ad copy for a manufacturer of fine stationery. Capt. Will dug it out of the files and reprinted it in his quarterly magazine "The Spectator," published by Judy Publishing Company, 3222 Michigan Boulevard, Chicago 16, Illinois. The thoughts are as timely as when first written.

A few of the ways in which ancient did things, survive today, and one of them, letter writing, has not been excelled. The civilization of the human race has gone forward not so much as ideas have been discovered, but as the means of communicating them have been improved.

When one himself cannot make the visit, he composes a letter which goes forth as his legate, bearing his dignity and esteem; it is himself.

The charm of a letter between friends can be in its message but more so in the intimate revelation of self it heralds. A letter from a dear friend comes like rain on the dusty grass.

To see a celebrity's soul, throw aside the biography puff and paint, and read his letters. In the art of letter writing, the masterpieces are fewest.

It should burden itself with affairs of mutual concern, for friendship fattens most on like desires and duties.

A good letter cannot be hurried in the writing. It should be at ease so that sincerity may write the lines. A letter is a conversation unfortunately hardened into written words; wherefore, it should speak what and in what manner the writer would speak, had he himself come.

It should be dispatched at regular intervals for friendship must fight constantly against long absence. Memory is hard put to as a defender of friendships.

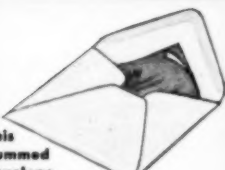
Unanswered letters grow old quickly; when too many suns go down upon a letter not answered, offense has been done against the sender.

A steadily disappearing lost art is that of acknowledging a gift, a favor,



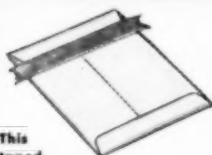
This gummed envelope got too much water

The mail clerk soaked it, but the gum won't take hold until it becomes tacky. So he weighs it — and waits! (Let's hope it holds!)



This gummed envelope didn't get enough water

It stuck immediately, but because the water did not penetrate the gum, the flap popped open in transit — contents lost or delivery delayed.



This taped envelope looks messy

but it shows what happens when mail clerks get tired of fussing with large gummed envelopes. However, the effect is not good and it's an added cost!

But this envelope is a **DUBL-GRIP SELF-SEAL**



PRESS TO SEAL

Made of tough Substance 32 Kraft with extra wide bottom seal. The flap and back each have two strips of self-sealing adhesive that requires no moisture. The mail clerk just presses down the flap — and Presto! it's sealed for life!

More and more mail is traveling first class — and bulky mail requires a tough, light-weight envelope that seals easily and holds securely. That's why more and more mailing departments are stocking these U.S.E. DUBL-GRIP SELF-SEAL ENVELOPES. Two sizes: 9½" x 12½" and 10" x 13", packed 100 to a box, 500 to a carton.

Ask your Printer or Envelope Supplier for samples and prices. Immediate delivery.



UNITED STATES ENVELOPE CO.

14 Divisions from Coast to Coast
Springfield 2, Massachusetts

E-11A

hospitality, a happy gathering. Who can reckon how many hosts and hostesses have been made aglow with the pleasure of appreciation when a note comes from the guest, telling thanks for this or that, for a good meal, a night's lodging, a gift remembrance!

These are small matters which like small fires, can set ablaze a great amount of friendship, good will and even of inner happiness.

To be the perfect guest, round it out with a note, short or long, of thanks to your host and hostess. This little practice indeed is a sure mark of good breeding and of the finer sensibilities—let us say, it is one of the amenities of polite living.

When it is as pleasing to answer as to receive the letter, then have two friends met. A good letter cannot be a task in the writing, for a fine art is never wooed with misery in the doing.

To have friends, be a friend. To get a letter, write a letter.

GOOD IDEA

This letter explains it.

Dear Henry:

I was sympathetic to an idea expressed in the last Reporter. Attached is a form letter we use when people thoughtfully, but mistakenly, return the mailing envelopes to us, thinking that we have addressed them from our own prospect list. This is a slow and laborious process and would be costly if big mailers would follow this procedure.

I think we all tend to underestimate the value of clean lists, and I wish more could be done about it. The individuals who read your magazine are skilled practitioners, but they are not the ones in various companies who return undeliverable mail. Couldn't they, however, start the ball rolling by educating their management on the importance of everyone working to keep lists up-to-date, and having proper instructions issued to their mail receiving departments on the procedure to be followed in returning undeliverables? It has always seemed a pity to have time and postage wasted by the improper return of undeliverables.

Sincerely,
(signed) Tom
T. K. Worthington
Business Manager
Harvard Business Review
Soldiers Field Station
Boston 63, Mass.

Here's a sample of the letter Tom uses.

Mr. G. Graham
Central Cooperative Wholesale
Superior, Wisconsin
Dear Mr. Graham:

Nearly every business uses direct mail and all of us benefit from clean lists, so we appreciate your advising us to remove J. Phillips from our mailing list. In most cases, busi-

ness concerns rent and/or exchange names with other firms, so that frequently the mailings you receive will not be from "home" lists.

Since you are so thoughtful as to write, may I suggest in the future, with us and with all other mailers, you send the entire mailing back, particularly the order form which usually contains the key identifying the particular mailing. Then these undeliverables can be forwarded to the list owners for correction.

Sincerely,
T. K. Worthington
Business Manager

Pass this idea along to your management acquaintances.

DUPLICATIONS

The duplication problem is getting to be more and more of a headache, especially in the magazine subscription field. Some circulation managers are toying with the idea that duplications are not necessarily bad if the duplications do not arrive in the same mail.

One tester has just about concluded that returns are actually better from lists which contain many duplications with other lists. The idea being that people whose names are duplicated

Your Sales Letters Will Sparkle ON OUR COLORFUL HOLIDAY STATIONERY



INCREASE YOUR COPY'S IMPACT

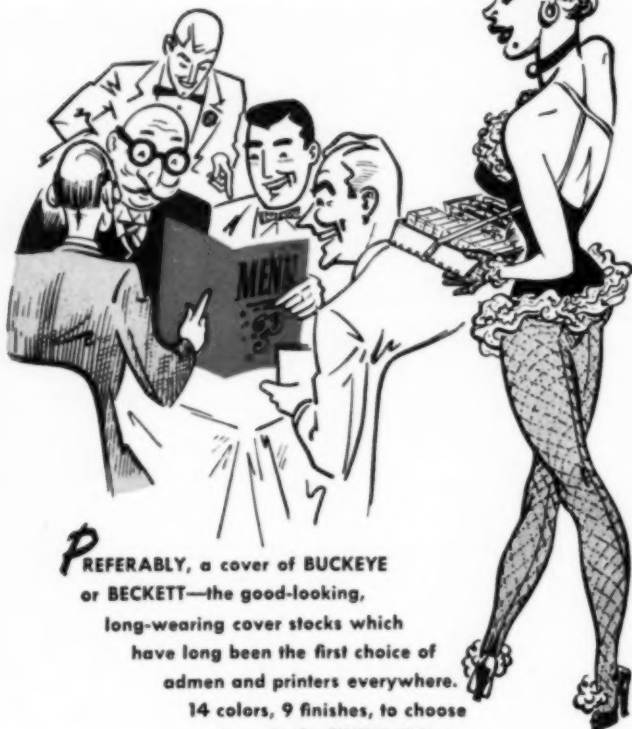
... with letterheads illustrated by full-color seasonal designs. Their attractiveness will gain your prospect's attention, their timeliness will hold his interest.

Arthur Thompson Holiday Stationery offers over 30 different designs illustrating holiday and seasonal occasions throughout the year—Christmas, Easter, Thanksgiving, summer and winter scenes, etc. These designs are prepared from original artwork or Kodachromes and lithographed in full color on fine paper. Yet their cost is low—comparable to any first-quality stationery.

Arthur Thompson Holiday Stationery is available through your printer, or lettershop. Contact him today for prices and samples from our NEW 1952 Holiday Portfolio. Let this stationery give your next letter the appeal of an expensive individually-designed promotion piece.

ARTHUR THOMPSON & COMPANY
109 MARKET PLACE • BALTIMORE-2, MARYLAND

IF YOU WANT YOUR
CATALOGUE-OR BOOKLET-
OR HOUSE ORGAN -
TO BE READ FROM COVER
TO COVER....
BE SURE IT
HAS A COVER



PREFERABLY, a cover of BUCKEYE
or BECKETT—the good-looking,
long-wearing cover stocks which
have long been the first choice of
admen and printers everywhere.
14 colors, 9 finishes, to choose
from in the BUCKEYE line;
10 colors, 9 finishes, in the
lower-priced but very attractive
BECKETT line. New sample books
on request.

**THE BECKETT
PAPER COMPANY**

Makers of
Good Paper
in
Hamilton, Ohio
Since 1848

on many lists are more important and more liable to respond to mail appeals.

But during the past few months, when the mails have been LOADED with subscription appeals, the duplications have been worse than ever before. *This reporter* has been getting kicks from all over the map.

Mrs. Ruth P. Patterson in San Francisco, California, sent us *nine duplicate* subscription appeal letters from Good Housekeeping magazine, received in one mail delivery on September 8, 1952. Part of the duplication was due to the fact that Mrs. Patterson had changed her name (by marriage) more than two years ago. But she was justifiably annoyed and disgusted with nine duplications in one mail.

She tells us that she has received at least 200 unnecessary subscription solicitation pieces in the past twelve months. Most of them came from magazines to which she had already subscribed. She has become so confused that she cannot distinguish between her legitimate renewal notices and the unnecessary appeals.

Mrs. Patterson wants to know if *The Reporter* can do something to inaugurate a relief system for the poor harassed housewives. That's a big order!

Maybe it's about time to revive the idea of a central clearing house for mass mailings... to weed out the duplications. The idea has been kicked around for a number of years.

The letter we received from Mrs. Patterson is not a solitary instance. We just picked it out as a good example of what recipients of the mail are thinking about.

There is a real problem here for the Hundred Million Club and for similar organizations. You will kill the goose that lays the golden egg if this duplication business gets much worse.

MONDAY MORNING

The aim of nearly everybody seems to be to get their mail on my desk Monday morning which, consequently, is a crowded day. By Wednesday mail is so scarce that I would welcome even an invitation to subscribe to *Time*, *Life*, *Fortune*, *Saturday Evening Post*, *Atlantic*, *Look*, or *Holiday*.

From: *The William Feather Magazine*, h. m.
of *The William Feather Company*
812 Huron Rd., Cleveland 15, Ohio.

TONGUE IN CHEEK, the editor of the *Shawnee (Okla.) News-Star* recently told his readers: "In case you find a mistake in the *News-Star*, please consider that it was put there for somebody's benefit. We try to get something in the paper for everybody, and some of our readers are always looking for mistakes."

—*The American Press*

A DIRECT MAIL CREED

Reporter's Note: During our search for material to be included in the September feature report, we obtained many case histories and opinions which came in too late, or which could be used to better advantage in other ways. Sam Gold has been mentioned in previous issues of The Reporter. He is secretary-sales manager of Lignum-Vitae Products Corp., 96 Boyd Ave., Jersey City, N. J. Here is his statement about direct mail.

Of all the media in the world, if someone came to me and said... "You can make your choice of any one... magazines... newspapers... directories... television... radio... posters... or any other type of advertising, including direct mail"... I could make no other choice except Direct Mail.

With no other medium can you direct your message exactly to the individual or the company you want to reach to the exclusion of all others.

In no other medium can you make such an impression with so little.

In no other medium can you concentrate your fire on your objective as you can with Direct Mail.

In no other medium can you check as closely the definite results.

In no other medium can you make the recipient of your message feel so important as with Direct Mail.

In no other medium can you call your shots as you can in Direct Mail.

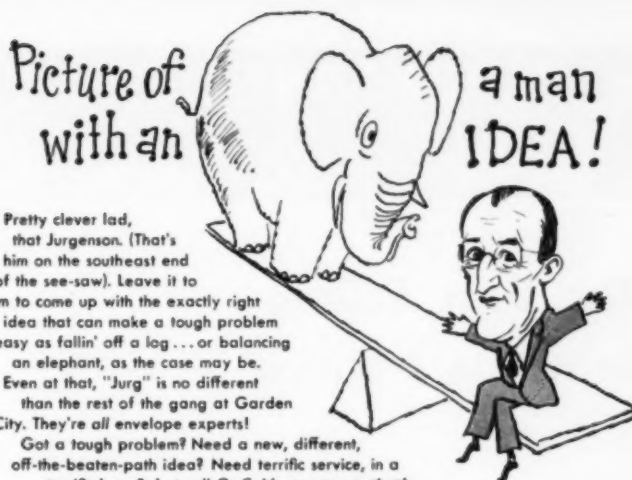
In no other medium can you time your message as in Direct Mail.

In other words, granted that all the other media have their special advantages, when it comes to doing a merchandising and promotion job in a way that will get you the most for your advertising dollar, there is no comparison between Direct Mail and all the other media.

At least I have found it so, but like every tool, each craftsman wants to develop his own technique in order to get the most out of it.

Our business, covering hundreds of fields and hundreds of diversified products, has been able to get to prospects and turn them into customers all over the world by using Direct Mail primarily for promotion.

Perhaps I am prejudiced, but when you have spent 30 years working with a medium which has consistently produced; with the usual average number of flops that have to be expected with any medium... (even Babe Ruth struck out once in a while)... you can't help but cast your ballot for a sure fire winner, and that's why... "I like Direct Mail."



Pretty clever lad, that Jurgenson. (That's him on the southeast end of the see-saw). Leave it to him to come up with the exactly right idea that can make a tough problem easy as fallin' off a log... or balancing an elephant, as the case may be. Even at that, "Jurg" is no different than the rest of the gang at Garden City. They're all envelope experts! Got a tough problem? Need a new, different, off-the-beaten-path idea? Need terrific service, in a terrific hurry? Just call G. C. It's as easy as that!

SPECIALISTS IN ENVELOPES AND OUTSTANDING SERVICE

CORRESPONDENCE & SOCIAL
POSTAGE SAVER & WINDOW
AIR MAIL & BUSINESS REPLY
SPECIAL RETURNS

REMITTANCE
OPEN SIDE BOOKLET
OPEN END CATALOG
OFFICE USES & MAILING

These are but a few of the many envelope and envelope products available to you.



GARDEN CITY ENVELOPE COMPANY

3801 N. ROCKWELL ST. • CHICAGO 18, ILLINOIS • PHONE COMBILIA 7-3800

No. 6 of a series

NEW YORK
BOSTON
CHICAGO

YES... I would

THE REPLY CARD (or envelope) IS "IN" THE LETTER

Phone nearest sales office—or write
REPLY-O-LETTER
150 W. 22nd St.
N.Y. 11, N.Y.

THE REPLY-O-LETTER
150 W. 22nd St., N.Y. 11, N.Y.

J. J. Kent
1234 River Rd.
Hometown, U. S. A.

Get MORE than your share of business from distributors and dealers with IMPRINTED Reply-O Letters!

Reply-O Letter helps solve this universal problem for

RUST-OLEUM
Rust Preventative Coatings

Reply-O Letters go out over distributors' names and addresses to end users. 25% response is not unusual. Distributors' salesmen with thousands of items to sell find themselves talking RUSTOLEUM all day long, selling it, too!

Would IMPRINTED Reply-O Letters help YOU get more business through your distributors and dealers?

We'll gladly send you samples and a copy of our booklet. "IT WAS ANSWERS HE WANTED."

The Reply-O Letter

**MAIL
MORE
FOR
LESS**

PONTON'S

"The House of Direct Mail"
Write for FREE Catalog

MAILING DEPARTMENT is completely mechanized and streamlined for fast, accurate and efficient service, — at lower costs to you . . . No Direct Mail Campaign too large — or too small.



W. S. PONTON, Inc., 50 East 42nd St., New York 17, N.Y. — Phone MUrray Hill 7-5311

The Best Selling Principle I Know

By Robert Whitney

Reporter's Note: This story is **MUST** reading. An ideal companion piece to Stacey Holmes theory of "Nail Polish for the Outstretched Hand"—see page 20. We found Bob Whitney's thought-provoking article in the September issue of Guideposts, published at Pawling, New York. (A non-profit, interfaith inspirational magazine) Edited by Dr. Norman Vincent Peale. Subscription \$2.00 per year. Asked for and received permission to reprint it, Bob Whitney, as most of you know, is President of the National Sales Executives Club . . . travels better than 80,000 miles per year in behalf of that group. Perhaps here is the answer to "What's wrong with mail order." Your outstretched palm needs more "give."

Just before graduation from college, I asked a friend of my father if he would help me land a good job.

"Introductions today aren't going to help you ten years from now, Robert," my friend said, "but I have something else for you . . . a formula for success. Read Luke 6:38."

I've always shied away from formulas, so I took my time looking up Luke 6:38. After graduation, I

contacted a former summer employer and finally landed an apprentice selling job with Wilson, the meat packer. Things went slowly—I was impatient.

Then one night in a hotel room I was thumbing through the Bible when I stumbled on the passage in Luke. It didn't sound like magic to me. But a few days later, after I had failed on six calls, I remembered the passage and began to practice it.

Sales started to increase. A month later I walked into the boss' office, determined to quit because I wanted to test this formula in a larger job.

"Mr. Davidson," I began.

"Ah, Whitney," the boss interrupted, "I was just going to send for you. Sit down."

He told me he had surprising news for a man only three months in the

district. There was an opening in Stamford, Connecticut, and he had recommended me. "Real promotion," Davidson said. "Congratulations."

I couldn't quit after all. Two promotions followed in quick succession, but when I was offered a branch managership, I decided I wasn't ready and left the job to come to New York.

In 1938 I was selling advertising space for a magazine. The next year one of our accounts, Corning Glass, after studying a survey I had conducted for their firm without their knowledge, asked me to join them as Sales Promotion Manager. It seemed like a good opportunity—a chance to try the Bible formula on a national scale. So I accepted.

Slowly we changed the sales approach, time and again being misunderstood because few executives could comprehend why everything we did was always designed to benefit the distributor, the retailer and the customer first.

For instance, while calling on a large department store which did business with us, I discovered that most of their items were out of stock 20% of the time. This meant lost business for them and us.

"We just don't have a way of

Make the Most of Your Direct Mail Opportunities!

1 MADDERN recommended lists of DIRECT MAIL and MAIL ORDER buyers cost no more than ordinary lists, yet they are producing record-breaking results for others, and they can do the same for YOU. Here are only a few of the many hundreds of lists we have to offer

- 44,000 industrial firms who bought maintenance equipment by mail.
- 186,000 buyers of better class gifts, housewares, toys, etc.
- 170,000 buyers of a book on retirement.
- 100,000 buyers of travel books.
- 180,000 buyers of a high cost dictionary.
- 900,000 women interested in sewing tricks.
- 470,000 active contributors to a wildlife conservation fund.

2 If you have a list of 5000 or more names, and you want it to collect gold-dust instead of dust, let us rent it for you. You don't sell your list, in fact it never leaves your premises. You simply collect as much as \$15 per M on a royalty-for-each-use basis.

willla MADDERN, inc.
215 Fourth Ave., New York 3, N. Y.
Without obligation, send us complete details about more responsive mailing lists.
Name
Product or Service Offer \$
Company
Address
City Zn State
OR

WE ARE CHARTER MEMBERS OF THE NATIONAL COUNCIL OF MAILING LIST BROKERS

Return this coupon for complete FREE details about MADDERN recommended lists for YOUR OWN product or service.

Return this coupon if you want to earn as much as \$15.00 per M for the one-time rental use of your prospect or buyer's list to our non-competitive clients.

willla MADDERN, inc.
215 Fourth Ave., New York 3, N. Y.
Without any obligation, send us complete details about the profits we can make from the rental of our mailing list to non-competitive users.
Name
Company
Address
City Zn State
OR

knowing when we are out of each item," the store buyer admitted. Checking further, I found that their stock boys were usually part-time high school students, whose only means of identifying the stock was through hard-to-read numbers on the boxes.

That night on the sleeper, I mulled over the problem while repeating the passage from Luke.

The next morning I made a suggestion to our Vice President that cost Corning only \$150 to execute. It turned out to be a major innovation in stockroom practices, gave Corning hundreds of dollars of free advertising in magazines, and meant thousands of dollars more in sales for both the stores and for Corning.

What they did was paste a picture of each item on the outside of the merchandise box, with number alongside. Stock boys could immediately see when they were running low on teapots, percolators or other items.

For years many of Corning's items had been packaged in lots of 24. A little research disclosed that the average retailer wanted to purchase these products in smaller lots for convenience and to prevent breakage.

Again the formula was tried—give them what they wanted—pack fewer items with the protection of special cartons. We packaged eight items in a carton. Almost at once sales of these items increased over a third.

We began an experiment with retail clerks when I discovered how few manufacturers ever donated a sample of their product to the department store clerks who had to sell them. Naturally some products are too large and expensive, but miniatures may be furnished.

"Tell me, Miss Bertha, have you ever tried this glassware?" I would ask one of the clerks. If the answer was no, I would purchase a set from her at the full retail price, have it gift wrapped and return it to her as a present. She didn't seem to understand.

"Just take these home and try them. That's all I ask."

Later, when I went back, I invariably received the comment, "Mr. Whitney, those glasses are wonderful, and you have no idea how many more I have sold since you let me find out for myself how good they are."

By now you have guessed what this principle is. As it reads in Luke: "...give, and it will be given to you;

CLASSIFIED ADVERTISING

Rates: \$1.00 per line—minimum space 3 lines. Help and Situation Wanted Ads—50c per line—minimum space 4 lines. Write The Reporter, 53½ Hilton Ave., Garden City, N.Y.

ADDRESSING

OUR LISTS ARE FREE

Retailers - wholesalers - manufacturers
Banks - churches - institutions
We charge only for addressing
SPEED - ADDRESS KRAUS CO.
48-01 42nd Street
Long Island City 4, N. Y.

Envelopes, postals, addressed, type-writing, advertising stuffed, sealed, stamped and mailed, reasonable rates. Central Advertising Service, 1824 Cambridge Ave., Sheboygan 3, Wis.

ADDRESSING, MAILINGS,
and list maintenance. Accuracy
guaranteed. Let us bid.

GR 3-4622

EDUCATIONAL MAILINGS DIV.

The Clearing House
207 Fourth Ave., New York 3, N. Y.
203 Lexington, Sweet Springs, Mo.

ADDRESSING — TRADE

M. Victor—Addressing for the Trade
Rapid Service - Unlimited Quantity
Large Staff of Expert Typists
130 Flatbush Ave. Brooklyn 17, N.Y.
STerling 9-8003

ADDRESSOGRAPH PLATES

Speedaumat plates embossed, three-line, on genuine Addressograph Alloy. \$30 per thousand complete. Write for quantity discount.

Advertisers Addressing System
706 Chestnut St. St. Louis 1, Mo.

ADVERTISING AGENCIES

SELL YOUR PRODUCT WITH pulling
mail order, agent ads.

We show you how.

Martin Advertising Agency
15P East 40th Street, N.Y. 16, N.Y.

DO YOU MAIL TO SHORT LISTS?

You can afford better styling, better copy even on small-scale direct mail efforts when you get big-league help from Ad Scribe, North Canton, Ohio. Write for work-by-mail Folio 80.

FOR SALE

4000 sheets black carbon paper; \$65. Elliott envelope sealer; 300 ft. 1" Circassian walnut board; \$200. Oil painting. Exchange for: cash, denture users names, paper, or what-have-you? Vernon Baker, Elyria, Ohio.

Two mobile Tab racks No. 302; capacity, 81,900 tab cards. One mobile Tab rack No. 304; capacity 163,800 tab cards. One stationary Tab rack No. 203; capacity, 122,850 tab cards. All in gray, like new. Located in Eastern Wisconsin. Bargain prices. Photo sent upon request. Box 61, The Reporter, Garden City, N. Y.

HELP WANTED

TO A COPYWRITER WHO WANTS TO COME TO BOSTON

Somewhere there's an experienced copywriter who can find a good spot in the Boston office of this nationally known advertising firm. To fill an opening created by increased business, we need an addition to our present staff of sixteen talented creative people. This means a writer — not just an idea-man. A man who has what it takes to turn out copy for some of the biggest names in American business.

The person we have in mind probably is working now for a small or medium-sized agency. Or maybe for a manufacturer. Perhaps he's a native New Englander who'd had enough of New York, Chicago or wherever, and now wants to "come back home."

He won't be expected to double in brass as an artist, but if he's creative visually as well as verbally, that will count in his favor. And to balance against the older members of our staff, a man between 25-35 would be ideal. Please don't apply unless you can move to Boston (or live here now). And don't send samples. Just write in detail about your background, experience, and salary requirements. But don't put it off — because if you're the man we've been looking for, we'd like to pass the papers soon. Box 63, The Reporter, Garden City, New York.

LETTER SHOP WANTED. Must be going business in a city of 100,000 or over. Write giving full particulars. Box 62, The Reporter, Garden City, N. Y.

MAILING MACHINES

Hand and Electric Addressographs. Graphotype Models 6340 and 6280. BARGAINS ON ADDRESSOGRAPH TRAYS. Elliott addressing machines. Models 800-1500 & 3000. 27-53 drawer cabinets. SAVER & WALLINGFORD, 147 West Broadway, New York 13, New York, WOrth 4-0520.

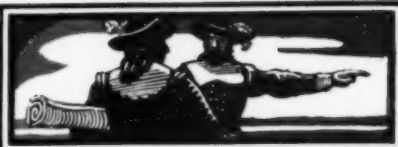
OFFSET CUTOUTS

Promotional headings, illustrations, cartoons, symbols, borders, panels, holiday art, type fonts, decoration, for offset reproduction. Most complete service in U. S. Free descriptive booklet. A. A. ARCHBOLD, Publisher, 1209-K S. Lake St., Los Angeles 6, Calif.



SKETCHES, DUMMIES AND DRAWINGS direct to your desk by mail from my studio at home. Complete personal service at moderate cost. Write for free booklet showing direct mail pieces I have designed.

RAYMOND LUFKIN 116 WEST CLINTON AVE.
TENAFLY, NEW JERSEY



good measure, pressed down, shaken together, running over... For the measure you give will be the measure you get back."

The idea is spreading. When I became president of National Sales Executives I tried this approach to the

problem of our organization. We created a member service department. We had at that time, four years ago, 58 clubs with 6300 members. "Giving"—the extra speeches; the nights on planes, trains; the programs to youth; all of this has resulted in the growth of our organization so that today in 148 cities throughout the world we have nearly 20,000 members representing 2,000,000 salesmen.

We are trying to show on a hard-headed business basis that "giving" makes sense as a philosophy. It works on a personal, business, national or international level.

Look at it selfishly if you want to.

The fact is: the more you give, the more you receive. Thinking of others pays off. Sometimes we have to take this approach to capture the attention of men of business. But once the formula is tried we've found the selfish attitude doesn't last for long.

There's something about the very nature of "giving" that changes men, brings to them a sense of contribution, a sense of peace and satisfaction. It is to be found in the builders of the future—in the leaders of men—it is the true reward.

Write for your copy of our new 1952 Envelope and "Mail-verising" catalog—it is a compendium of useful knowledge on "Envelopeing." It tells you how to use envelopes—the right envelope for a specific purpose. Pages 4 and 5 will best indicate how we can both save and make money for you, thru your use of our products and facilities.

DIRECT MAIL ENVELOPE CO., INC.
15 West 20th Street, New York 11, N. Y.
WAikins 4-8500

Thanks to all of you for the reception you gave me at the convention

Eli Kogos

Industrial List Bureau
45 Astor Place, New York 3, New York

The MULTIPRESS

UP TO 50,000 IMPRESSIONS DAILY
A Combination 3 in One

ENVELOPE, SMALL JOB and IMPRINTING PRESS

6500 per hour with quality and register. Flat bed and cylinder construction. Continuous feed and extension delivery.

ENVELOPE PRINTING

Coin, pay, drug, commercial, etc.

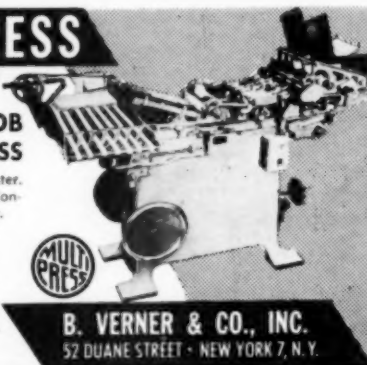
IMPRINTING

Advertising literature, labels, catalogs, cartons, etc.

JOB PRINTING

From No. 27 business card to letter-head size.

Particulars sent on request



B. VERNER & CO., INC.
52 DUANE STREET - NEW YORK 7, N. Y.

There's a certain guy (whose name we will mention publicly one of these days unless he mends his ways) running a crusade against direct mail. He has gone to expense of printing the following copy on a card which he mails to those sending him direct mail:

TO THE KEEPER OF THE MAILING LIST

Please remove from your company mailing lists the name and address shown below or on your address label attached. Our mail box is getting so heavily cluttered up with advertising matter that we are unable to find time to read it and must therefore request you and others to STOP delivery to us of any more non-essential mail. NO LONGER INTERESTED IN YOUR PROPOSITION. Please cooperate. Save your stamps. Save our time.

We wonder if the gentleman in question writes to the publishers of all the magazines and newspapers he reads... asking them to delete the advertising because it is non-essential reading?



PIONEER MOSS
PHOTOENGRAVERS SINCE 1872

DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$10.00 PER YEAR

ADDRESSING

Archer Business Services.....50341 Archer Ave., Chicago 32, Ill.
Clear Cut Duplicating Co.....120 Greenwich St., New York 6, N.Y.
Creative Mailing Service.....460 No. Main St., Freeport, N.Y.
Fair Mail Service.....417 Cleveland Ave., Plainfield, N.J.
Star Typing Service.....45-21-162nd St., Flushing, N.Y.

ADDRESSING MACHINES

Saver & Wallingford.....147 West Broadway, New York 13, N.Y.

ADDRESSING - TRADE

Shapins Typing Service.....68-11 Roosevelt Ave., Woodside, N.Y.
M. Victor.....130 Flatbush Ave., Brooklyn 17, N.Y.

ADVERTISING AGENCIES

James Henderson.....11626 Woodward Ave., Detroit 2, Michigan
Institute of Sales Promotion.....131 Lafayette Street, New York 13, N.Y.
Martin Advertising Agency.....15PA East 40th St., New York 16, N.Y.
Edward W. Osann.....175-35 88th Ave., Jamaica 32, N. Y.
Harry Volk, Jr.....Central Building, Atlantic City, N. J.

ADVERTISING AGENCY PERSONNEL DIRECTORY

McGraw-Hill Pub. Co., Inc.-Sales Service, 330 W. 42nd St. N.Y. 36, N.Y.

ADVERTISING ART

Raymond Lufkin.....116 West Clinton Ave., Tenafly, N.J.
Trapkus Art Studio.....349 Tenth St., Moline, Illinois

AUTOMATIC TYPEWRITERS

Amer. Automatic Typewriter Co.....610 N. Carpenter St., Chicago 22, Ill.
Robotyter Corp.....125 Allen St., Hendersonville, N.C. Car.

AUTOMATIC TYPEWRITING

Ambassador Letter Service Co.....11 Stone St., New York 4, N.Y.
Arrow Letters Corp.....307 West 38th St., New York 18, N.Y.
M. E. Githsam.....140 East 45th St., New York 17, N.Y.

BOOKS

The Art & Technique of Photo Engraving, Horan Engraving Co., N.Y. 1, N.Y.
Art for Reproduction.....Repro Art Press, 80 5th Ave., New York 11, N.Y.

BUSINESS CARD SERVICE

Bel-Thomas Printing Co.....223 Irving Avenue, Brooklyn 37, N. Y.
R. O. H. Hill, Inc.....270 R. Lafayette Street, New York 12, N.Y.

CATALOG PLANNING

Catalog Planning Co.....58 Park Avenue, New York 16, N. Y.

COPYWRITERS (Free Lists)

Leo P. Bott, Jr.....64 E. Jackson Blvd., Chicago, 4, Ill.
Orville E. Reed.....First National Bank Bldg., Howell, Michigan
John Yeargan.....442 East 20th St., New York 9, N.Y.

DIRECT MAIL AGENCIES

Homer J. Buckley.....57 East Jackson Blvd., Chicago 4, Ill.
Direct Mail Services.....175 Luckie Street, N. W., Atlanta 3, Georgia
Duffy & Associates, Inc.....918 North 4th Street, Milwaukee 2, Wisconsin
Frederick E. Gymer.....2123 East 9th St., Cleveland 15, Ohio
Institute of Sales Promotion.....131 Lafayette Street, New York 13, N.Y.
Mailograph Co., Inc.....39 Water Street, New York 4, N.Y.
Proper Press, Inc.....129 Lafayette Street, New York 13, N.Y.
Reply-O Products Company.....150 West 22nd St., New York 11, N.Y.
John A. Smith & Staff.....11 Beacon St., Boston 8, Mass.
Phillip J. Wallach Company.....220 Fifth Ave., New York 1, N.Y.

DIRECT MAIL EQUIPMENT

The Adamm Company.....250 Third Avenue, New York 10, N.Y.
Addressing Machine & Equipment Co.....326 Broadway, New York 7, N.Y.
L. D. Biehart Co.....10 Fiske Place, Mount Vernon, N.Y.
B. H. Bunn Company.....7605 Vincennes Ave., Chicago 20, Ill.
Davidson Corporation.....1020 W. Adams St., Chicago 7, Illinois
A. B. Dick Co.....5700 W. Touhy Ave., Chicago 31, Illinois
Mailers' Equipment Co.....40 West 15th St., New York 11, New York
National Business Flyer Co.....401 Chestnut St., South Hackensack, N.J.
Sleaves Mechanical Binding Co., Inc.....601 West 28th St., N.Y. 1, N.Y.
The Staplex Co.....63-72 Jay St., Brooklyn 1, N.Y.
Thomas Mechanical Collator Corp.....30 Church St., New York 7, N.Y.

ELLIOTT STENCIL CUTTING

Clear Cut Duplicating Co.....120 Greenwich St., New York 6, N.Y.
Creative Mailing Service.....460 North Main St., Freeport, N.Y.
Spotts Mailing Corp.....2388 University Avenue, St. Paul, Minnesota

ENVELOPES

American Envelope Mfg. Corp.....26 Howard St., New York 13, N.Y.
The American Paper Products Co.....East Liverpool, Ohio
Atlanta Envelope Co., 1700 Northside Drive, P.O. Box 1267, Atlanta 1, Georgia
Boston Envelope Co.....397 High St., Dedham, Mass.
Columbia Envelope Co., 2015 N. Hawthorne Ave., Melrose Park, Ill., Chicago Sub.
Samuel Cupples Envelope Co., Inc.....360 Furman St., Brooklyn 2, N.Y.
Curtis, 1000, Inc.....Capitol Avenue and Flower St., Hartford, Conn.
Direct Mail Envelope Co.....15 West 20th St., New York 11, N.Y.
Garden City Envelope Co.....3001 North Rockwell St., Chicago 18, Ill.
General Envelope Company.....23 South St., Box 654, Boston 2, Mass.
The Gray Envelope Mfg. Co., Inc.....35-33rd St., Brooklyn 32, N.Y.
Hisco Envelope Company.....4500 Cortland St., Chicago 39, Ill.
McGill Paper Products, Inc.....301 Park Ave., Minneapolis 15, Minn.
Massachusetts Envelope Co.....641-643 Atlantic Ave., Boston 10, Mass.
Sheppard Envelope Company.....1 Envelope Terrace, Worcester 4, Mass.
The Standard Envelope Mfg. Co.....1600 East 30th St., Cleveland 14, Ohio
Tension Envelope Corporation.....522 Fifth Avenue, New York 36, N.Y.
Tension Envelope Corporation, 19th & Campbell St., Kansas City 8, Mo.
Tension Envelope Corporation.....5001 Southwest Ave., St. Louis 10, Mo.
Tension Envelope Corporation.....123-129 N. Second, Minneapolis 1, Minn.
Tension Envelope Corporation.....1912 Grand Ave., Des Moines 14, Iowa
United States Envelope Company.....179-81 E. 22nd St., Cleveland 1, Ohio
The Wolf Envelope Company.....179-81 E. 22nd St., Cleveland 1, Ohio

ENVELOPE SPECIALTIES

Columbia Envelope Co., 2015 N. Hawthorne Ave., Melrose Park, Ill., Chicago Sub.
Direct Mail Envelope Co., Inc.....15 West 20th St., New York 11, N.Y.

Garden City Envelope Co.....3001 North Rockwell St. Chicago 18, Ill.
Hodes-Daniel Co., Inc.....352 Fourth Avenue, New York 10, N. Y.
The Sawdon Company, Inc.....480 Lexington Ave., New York 17, N.Y.
Tension Envelope Corporation.....19th & Campbell St., Kansas City 8, Mo.

IMPRINTERS - SALES LITERATURE

L. P. MacAdams, Inc.....301 John St., Bridgeport, Conn.

LABEL PASTERS

Pordevin Machine Company.....1281 38th St., Brooklyn 18, N.Y.

LABELS

Penny Label Company.....9 Murray St., New York 7, N.Y.

LETTER GADGETS

Hewig Company.....45 West 45th St., New York 19, N.Y.
August Tiger.....111 West Jackson Blvd., Chicago 47, Illinois
.....545 Fifth Ave., New York 17, N.Y.

LETTERHEADS

Bel-Thomas Printing Co.....223 Irving Avenue, Brooklyn 37, N.Y.
R. O. H. Hill, Inc.....270 R. Lafayette Street, New York 12, N. Y.
Arthur Thompson and Co.....109 Market Place, Baltimore 2, Maryland

MAIL ADDRESSING STICKERS

Eureka Specialty Printing Company.....Scranton, Pennsylvania

MAIL ADVERTISING SERVICES (Lettershops)

Benart Mail Sales Service, Inc.....228 East 45th St., New York 17, N.Y.
Century Letter Co., Inc.....48 East 21st St., New York 10, N.Y.
A. W. Dicks & Co.....386 Victoria St., Toronto 2, Ont., Can.
Fair Mail Service.....417 Cleveland Ave., Plainfield, N.J.
The Lemarge Company.....2332 Logan Boulevard, Chicago 47, Illinois
The Letter Shop.....214 Mission St., San Francisco 5, Cal.
Long Island Letter Service.....212 Front Street, Mineola, N.Y.
Mailograph Co., Inc.....39 Water St., New York 4, N.Y.
Mailways.....200 Adelaide St., West, Toronto 1, Ont., Canada
Greener Printing & Letter Service.....420 Texas Ave., Houston 2, Texas
The Rylander Company.....216 West Jackson Blvd., Chicago 6, Ill.
Spotts Mailing Corp.....2388 University Avenue, St. Paul, Minnesota
Woodington Mail Adv. Service.....1304 Arch St., Philadelphia 7, Pa.

MAILING LISTS-BROKERS

* Archer Mailing List Service.....140 West 53rd St., New York 19, N.Y.
* George R. Bryant Co., Inc.....395 Madison Ave., New York 17, N.Y.
* Walter Drey, Inc.....333 N. Michigan Avenue, Chicago 1, Illinois
* Walter Drey, Inc.....157 Federal Street, Boston, Massachusetts
* Walter Drey, Inc.....257 Fourth Ave., New York 10, N.Y.
* Guild Company.....160 Engle Street, Englewood, New Jersey
* Lewis Kleid Company.....25 West 45th St., New York 19, N.Y.
* Willis Madden, Inc.....215 Fourth Ave., New York 3, N.Y.
* Mosely Mail Order List Service.....38 Newbury St., Boston 16, Mass.
* Names Unlimited, Inc.....352 Fourth Ave., New York 10, N.Y.
* D. L. Nahwick.....932 Broadway, New York 10, N.Y.
* James E. True Associates.....419 4th Ave., New York 16, N.Y.
* Members - National Council of Mailing List Brokers

MAILING LISTS-Compilers & Owners

Allied Agencies.....P.O. Box 1149, Knoxville, Tennessee
Associated Advertising Service.....1913 1/2 Sixteenth St., Port Huron, Michigan
Berliner Mailing Lists, Inc.....840 Broadway, New York 3, N.Y.
Boyd's City Dispatch, Inc.....114-120 East 23rd St., New York 10, N.Y.
Creative Mailing Service.....460 No. Main St., Freeport, New York
Walter Drey, Inc.....333 N. Michigan Avenue, Chicago 1, Illinois
Walter Drey, Inc.....157 Federal Street, Boston, Massachusetts
Walter Drey, Inc.....257 Fourth Avenue, New York 10, New York
Drumcliff Advertising Service.....Hillside Rd., Towson 4, Md.
Dunhill List Company, Inc.....565 Fifth Ave., New York 17, N.Y.
Industrial List Bureau.....45 Astor Place, New York 3, N.Y.
Jewish Statistical Bureau.....320 Broadway, New York 7, N.Y.
The Walter S. Kraus Co.....48-01 42nd St., Long Island City 4, N.Y.
Mail-Ad Co.....6238 Wilshire Blvd., Los Angeles 48, Calif.
Market Compilation & Research.....11814 Ventura Blvd., N. Hollywood, Cal.
Official Catholic Directory Lists.....12 Barclay St., New York 6, N.Y.
W. S. Ponton, Inc.....50 East 42 Street, New York 17, N.Y.
R. L. Rashmir.....3123 LaSalle Drive, Hollywood 28, Calif.

MATCHED STATIONERY

Tension Envelope Corporation.....19th & Campbell St., Kansas City 8, Mo.

MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Company.....19 So. Wells St., Chicago 6, Ill.

PAPER MANUFACTURERS

The Beckett Paper Co.....Hamilton, Ohio
Fox River Corp.....Appleton, Wisconsin
W. C. Hamilton & Sons.....Miquon, Pennsylvania
Hammermill Paper Company.....Erie, Pennsylvania
International Paper Company.....220 East 42nd St., New York 17, N.Y.
Kimberly-Clark Corp.....Neenah, Wisconsin
McLaurin-Jones Paper Co.....Brookfield, Massachusetts
Mead Sales Co.....819 Public Ledger Bldg., Independence Square, Philadelphia 6, Pennsylvania
Neenah Paper Co.....Neenah, Wisconsin
Neenah-Edwards Paper Co.....Port Edwards, Wisconsin
Rising Paper Co.....Housatonic, Mass.

PARCEL POST MAILING BOXES

Corrugated Paper Products, Inc.....2235 Utica Ave., Brooklyn 4, N.Y.

PHOTO ENGRAVERS

Pioneer-Moss, Inc.....460 West 34th St., New York 1, N.Y.

PHOTOGRAPHS

Eye-Catchers, Inc.....207 East 37th St., New York 16, N.Y.
Moss Photo Service, Inc.....350 W. 50th St., New York 19, N.Y.
National Photo Reproduction.....New Hyde Park 3, New York

PLATES AND STENCILS

Columbia Ribbon & Carbon Mfg. Co.....Herb Hill Road, Gle n Cove, N.Y.
Remington Rand, Inc.....315 Fourth Ave., New York 10, N.Y.

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PRINTING EQUIPMENT
 Harris-Seybold Co. 4510 East 71 St., Cleveland 5, Ohio
 B. Vermer. 52 Duane St., New York 7, N.Y.

PRINTING—Letterpress
 The Davenport Press, Inc. Main St., Mineola, N.Y.
 The House of Dye. 30 Irving Place, New York 3, N.Y.
 McCormick-Armstrong Co. 1501 East Douglas Ave., Wichita 1, Kansas
 Richmond Press. 23 South St. Box 654, Boston 2, Mass.

PRINTING—Offset Lithography
 Bachman Reproduction Service. 259 East 43 Street, New York 17, N.Y.
 McCormick-Armstrong Co. 1501 East Douglas Ave., Wichita 1, Kansas

PRINTING—Letterpress and Offset Lithography
 Bel-Thomas Printing Co. 223 Irving Avenue, Brooklyn 37, N.Y.
 Lutz & Sheinkman. 421 Hudson Street, New York 14, N.Y.

Meehan-Tucker, Inc. 160 Varick St., New York 13, N.Y.
 Montclair Business Service. One The Crescent, Montclair, N.J.
 Paradise Printers and Publishers. Paradise, Pennsylvania
 Proper Press, Inc. 129 Lafayette Street, New York 13, N.Y.

PRINTING—Silk Screen
 M. H. Lavore Co. 102 Wootton St., New York 12, N.Y.

SYNDICATED HOUSE MAGAZINES
 The William Feather Co. 812 Huron Rd., Cleveland 15, Ohio
 Publications Digest. 130 West 42nd St., New York 18, N.Y.

TRADE ASSOCIATIONS
 Direct Mail Advertising Assn. 17 East 42nd St., New York 17, N.Y.
 Mail Advertising Service Assn. 18652 Fairfield Ave., Detroit 21, Mich.

TYPEWRITERS
 Remington Rand, Inc. 315 Fourth Ave., New York 10, N.Y.

SHORT NOTES DEPARTMENT

(Continued from Page 15)

research and study the problems of the members. Several months ago this committee started a quarterly, 8½ x 11, 12-page bulletin, titled "The Advertising Forum." The third issue (July 1952) was devoted nearly entirely to direct mail... with feature articles by Bob Hodes of Hodes-Daniel Co., Inc., New York; Irving Beckman of Beckman and Beerbohm, Detroit, and Milton Fischmann of Missouri Printing and Engraving Co., St. Louis. They are all experienced veterans in syndicated advertising for the people who make small loans. You might be able to get a copy by writing to Editor Irving Michelman at Signature Loan Co., Inc., 473 Fifth Ave., New York 17, N. Y. A darn fine job.



□ **PAPER AND PEOPLE** is a superb booklet recently released by The Mead Sales Co. It's long on pictures and short on text. Pictorial perfection achieved by former Life photographer, William Vandivert. The 9 x 12 inch, 32-page booklet, originally designed for Mead's stockholders, tells a little about making paper but mostly about how paper affects the lives of all of us. It's a wonderful job... and you can probably get a copy by writing the advertising director, Hubert Foster at 819 Public Ledger Bldg., Philadelphia 6, Pa.



□ **A GADGET LETTER** without a gadget was dreamed up by Jim Minick of Grace V. Strahm Letter Co., 301 Graphic Arts Bldg., Kansas City 6, Mo. A form letter dated August 19 had a 3 x 1½ inch rectangular hole die-cut at right side of exact middle of letterhead. The letter started: "THIS is the best looking form letter to reach your desk today." In order to prove it, recipient was asked to place letter over any other form letter received in the mail. Processing would show through cut-out space and could be compared with adjacent Minick multigraphing. Good demonstrating.

□ **CLEVEREST JOB APPLICATION** we've seen in a long time came from Conrad Schafran, 1203 N. Charles St., Baltimore 1, Md. A ten-sheet, 3¼ x 3½ inch, plastic bound booklet, titled "They Called Me Gimmick." Each page has a gimmick attached to illustrate story of job qualifications and experience... rubber bands, chewing gum, shoelace, playing card, toothpicks, cut-out stars, calendar pad. Good presentation and not smart-alecky. We liked the line (after describing direct mail experience) — "Do not know everything about advertising... and expect to be learning fifty years from now." Hope Conrad Schafran got the job he was seeking.



□ **"HOW TO HANDLE 5 Tiresome Office Jobs"** is title of a new 20-page booklet just released by Pitney-Bowes, Inc., Walnut and Pacific Sts., Stamford, Conn. The copy and illustrations would have made good additions to the April Reporter feature, "How to Think About Production and Mailing." Shows how to have happier workers at lower cost with better equipment for opening, folding, sealing, weighing, counting and stamping mail matter. Worth studying.



□ **DIRECT MAIL DOLLAR VOLUME** for the first eight months of 1952 was \$757,073,937—a 10% gain over same period in 1951. For August, the DMAA's estimate was \$91,468,973—a 5% gain over August 1951. This year's total should be well over the billion mark.



□ **WE LIKE THE WAY** the Eagle-Picher Company, American Building, Cincinnati 1, Ohio handles a syndicated folder supplied to local insulation dealers. A well designed die-cut folder sells the idea of all year round home comfort. When the self-mailing piece is folded there is a die-cut slot above the space where address usually appears. A return post card (from within) is put through the slit and is held in position by the sticker which seals the piece. Name and address of recipient is processed on the outside part of card (which

can be used in requesting a free booklet). Well handled.



□ **INVESTIGATE BEFORE YOU ACCUSE.** Recently two list owners who rent their lists became involved in a serious argument. Owner A accused B of renting A's list, and then copying names and renting to third party C. Coded dummy name on A list received C's mailing. After considerable bickering... it developed that the "dummy" on A list actually ordered from B under the code address. Name naturally went on B customer list and was available to C on rental. Such things have happened before. Saves headaches if you investigate before making accusations.



□ **WHY OH! WHY** do book publishers issue elaborate (and costly) circulars about their wares... and then omit any mention of publisher's name or address? Two separate (and different) complaints reached us this last month from Reporter readers. Of course, the publishers supply book stores with the circulars. Maybe the bookstores don't want to publicize the publishers. But, if so, the bookstore should be identified with an imprint. Nothing is quite so lifeless as a circular without any name or address. And sh-h-h... during last month, a New York lettershop mailed a price list to customers and prospects. Nowhere on any of the pages was the name or address of the sender. The recipient who showed us the sample had lost the carrying envelope in the opening process. Bad selling.



□ **A BOOKLET WORTH HAVING.** Title: "Idea File for Printers and Advertisers." Price is \$1.50. Published by Moore Publishing Co., Inc., 48 West 38 Street, New York, 18, N. Y. The booklet contains reprints of a series of articles in the American Printer Magazine from August 1949 through November 1951. The articles were originated by Harry B. Coffin and they contain 101 descriptions with illustrations of tricks in layout and design which will make your printing more economical and more effective. It is a competent and thorough job.

Sharp, Clean Duplicating Work...

Starts here!

Right here--typed with this Remington Carbon Ribbon Electri-conomy. Since each character prints on fresh ribbon you get unsurpassed sharpness and clarity in the master..."printshop-perfect" reproduction to end of run.

Use it for your everyday typing, too! For truly distinctive letters...to step-up typing production...and to get 15 or more readable carbons with one typing. Call your local Business Equipment Center for a free demonstration.

the Remington
CARBON RIBBON
Electri-conomy
TYPEWRITER

Remington Rand

THE FIRST NAME IN TYPEWRITERS

FREE! Write Remington Rand, Room 2442, 315 Fourth Ave., New York 10, for fact-filled book about this amazing 2-in-1 Electri-conomy. Ask for Carbon Ribbon Book (RE 8584).



"Wait'll he hears
there's no extra cost for

TICONDEROGA TEXT."

... Says the Printer

"Most of my customers expect distinctive Ticonderoga Text to cost far more than ordinary text papers. The actual price always comes as a pleasant surprise."



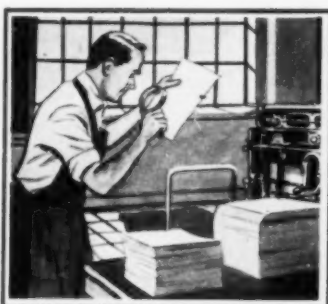
Here's what others say...



THE PRODUCTION MAN . . . "Wonderful printing qualities; wide choice of colors."



THE INK MAN . . . "Great affinity for ink . . . excellent background for color."



THE PRESSMAN . . . "Runs with less press time and spoilage."

TICONDEROGA TEXT . . . for that LUXURY LOOK

Distinctive Ticonderoga Text gives that extra richness of texture, the quality appearance so important in announcements, brochures, book jackets, programs, etc. . . . whether you print letterpress, offset lithography or sheet fed gravure.

Choose from Brite White, Cream White or seven attractive colors. Deckle or plain edge, laid or wave finishes . . . envelopes to match. For your cover select Ticonderoga Text Cover Weight.

"On my big mailing lists
the new 60-lb.

TICONDEROGA TEXT
saves me money."



International Paper COMPANY

PAPERS FOR PRINTING AND CONVERTING

220 East 42nd Street, New York 17, N. Y.